NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 8, 1978

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	NFL CHAMPIONSHIP GAME-NBC(S)	35.6	25,950
2	CBS NFL CHAMPIONSHIP GAME(S)	35.0	25,520
3	LAVERNE AND SHIRLEY#	33.6	24,490
4	HAPPY DAYS	33.1	24,130
5	FISH(S)	32.8	23,910
6	ROSE BOWL GAME(S)	29.2	21,290
7	CBS NFL CHAMPIONSHIP POST(S)	28.4	20,700
8	60 MINUTES	28.2	20,560
9	ABC THEATRE(S)	27.9	20,340
10	ORANGE BOWL GAME(S)	27.7	20,190
11	CBS NFL PLAYOFF GAME 1(S)	27.6	20,120
12	CBS NFL PLAYOFF GAME 2(S)	27.3	19,900
12	THREE'S COMPANY	27.3	19,900
14	ALL IN THE FAMILY#	26.0	18,950
15	ALICE	25.6	18,660
16	BOB HOPE SPECIAL(S)	25.2	18,370
17	ONE DAY AT A TIME	23.7	17,280
18	CBS NFL PLAYOFF POST 1(S)	23.6	17,200
19	BARNEY MILLER	23.4	17,060
19	COTTON BOWL GAME(S)	23.4	17,060
21	BIG EVENT#	23.1	16,840
22	LOU GRANT	22.4	16,330
23	THAT THING ON ABC(S)	22.3	16,260
24	BARNABY JONES	22.2	16,180
24	SOAP	22.2	16,180
26	CBS WEDNESDAY NIGHT MOVIE	22.1	16,110
27	HAWAII FIVE-O	21.9	15,970
27	M*A*S*H	21.9	15,970

TOTAL PERSONS(2+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	LAVERNE AND SHIRLEY#	30.2	61,520
2	HAPPY DAYS	27.9	56,980
3	FISH(S)	25.4	51,780
4	CBS NFL CHAMPIONSHIP GAME(S)	25.3	51,640
5	NFL CHAMPIONSHIP GAME-NBC(S)	24.4	49,740
6	THREE'S COMPANY	22.9	46,770
7	ROSE BOWL GAME(S)	20.4	41,670
8	CBS NFL CHAMPIONSHIP POST(S)	20.2	41,220
9	ALL IN THE FAMILY#	19.9	40,570
10	CBS NFL PLAYOFF GAME 2(S)	19.8	40,360
11	ABC THEATRE(S)	19.4	39,560
12	60 MINUTES	19.4	39,490
13	CBS NFL PLAYOFF GAME 1(S)	18.9	38,570
14	ALICE	18.6	37,930
15	SOAP	18.5	37,740
16	BOB HOPE SPECIAL(S)	18.4	37,460
17	ORANGE BOWL GAME(S)	18.0	36,810
18	LUCAN	17.7	36,020
19	BARNEY MILLER	17.3	35,230
20	ABC MONDAY NIGHT MOVIE#	16.9	34,410
21	BIG EVENT#	16.8	34,340
22	LOVE BOAT	16.6	33,910
23	WHAT'S HAPPENING	16.6	33,850
24	ONE DAY AT A TIME	16.2	33,110
25	TOURNAMENT-ROSES PARADE(S)	16.2	33,030
26	THAT THING ON ABC(S)	16.2	33,000
27	RHODA#	16.0	32,680

WOMEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	ABC THEATRE(S)	26.2	20,210
2	LAVERNE AND SHIRLEY#	26.0	20,000
3	HAPPY DAYS	24.9	19,220
4	FISH(S)	23.3	17,990
5	60 MINUTES	23.1	17,780
6	ALL IN THE FAMILY#	22.6	17,380
7	THREE'S COMPANY	22.4	17,270
8	ALICE	22.4	17,260
9	BOB HOPE SPECIAL(S)	22.1	17,050
10	CBS NFL CHAMPIONSHIP GAME(S)	20.7	15,920
11	CBS NFL CHAMPIONSHIP POST(S)	20.2	15,580
12	BIG EVENT#	20.1	15,510
13	NBC MONDAY NIGHT MOVIES#	19.4	14,920
14	NFL CHAMPIONSHIP GAME-NBC(S)	19.0	14,650
15	ONE DAY AT A TIME	18.6	14,370
16	ROSE BOWL GAME(S)	18.6	14,360
17	HAWAII FIVE-O	18.5	14,220
18	LUCAN	18.4	14,200
19	BARNABY JONES	18.2	14,010
20	LOU GRANT	18.1	13,940
21	CAROL BURNETT SHOW	17.9	13,820
22	WALTONS, THE	17.8	13,700

MEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	CBS NFL CHAMPIONSHIP GAME(S)	39.2	27,130
2	NFL CHAMPIONSHIP GAME-NBC(S)	39.0	27,000
3	CBS NFL PLAYOFF GAME 2(S)	33.9	23,460
4	CBS NFL PLAYOFF GAME 1(S)	32.6	22,540
5	ROSE BOWL GAME(S)	29.0	20,040
6	CBS NFL CHAMPIONSHIP POST(S)	28.6	19,770
7	ORANGE BOWL GAME(S)	27.6	19,080
8	CBS NFL PLAYOFF POST 1(S)	26.6	18,440
9	LAVERNE AND SHIRLEY#	26.2	18,120
10	CBS NFL PLAYOFF POST 2(S)	25.0	17,290
11	60 MINUTES	24.8	17,190
12	COTTON BOWL GAME(S)	24.0	16,630
13	CBS NFL CHAMPIONSHIP PRE(S)	24.0	16,620
14	HAPPY DAYS	22.2	15,380
15	FISH(S)	21.4	14,800
16	BOB HOPE SPECIAL(S)	19.7	13,640
17	ALL IN THE FAMILY#	19.4	13,420
18	ALICE	19.4	13,410
19	SOAP	18.5	12,840
20	THREE'S COMPANY	18.5	12,810
21	CBS NFL PLAYOFF PRE(S)	18.4	12,750
22	BIG EVENT#	18.2	12,610
23	ABC MONDAY NIGHT MOVIE#	18.2	12,580
23	LOU GRANT	18.2	12,580
25	NFL CHAMPIONSHIP POST-NBC(S)	17.3	12,000
26	ABC THEATRE(S)	17.2	11,920
27	NFL '77-NBC(S)	17.0	11,740
28	BARNEY MILLER	16.4	11,320
29	60 MINUTES(S)	16.1	11,170
30	FOUR FEATHERS(S)	16.1	11,160
31	NBC MONDAY NIGHT MOVIES#	16.0	11,070
32	ABC FRIDAY NIGHT MOVIE#	15.9	11,020
33	BARNABY JONES	15.9	11,010
34	CBS WEDNESDAY NIGHT MOVIE	15.9	10,980

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

OTHER FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 8, 1978

NIELSEN AVERAGE AUDIENCE

WOMEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	ABC THEATRE(S)	29.9	14,260
2	HAPPY DAYS	29.1	13,880
3	LAVERNE AND SHIRLEY#	28.9	13,810
4	FISH(S)	26.3	12,540
5	THREE'S COMPANY	25.4	12,140
6	SOAP	22.0	10,500
7	CBS NFL CHAMPIONSHIP GAME(S)	21.7	10,350
8	ALL IN THE FAMILY#	20.3	9,690
9	NFL CHAMPIONSHIP GAME-NBC(S)	19.9	9,510
10	ALICE	19.6	9,360
11	BIG EVENT#	19.3	9,210
12	CBS NFL CHAMPIONSHIP POST(S)	18.8	8,980
12	60 MINUTES	18.8	8,980
14	THAT THING ON ABC(S)	18.7	8,930
15	LUCAN	18.7	8,910
16	ABC SUNDAY NIGHT MOVIE	18.6	8,900
16	CBS WEDNESDAY NIGHT MOVIE	18.6	8,900
18	CLASS OF '65	18.6	8,890
19	ONE DAY AT A TIME	18.5	8,840
20	FAMILY	18.2	8,700
21	ABC FRIDAY NIGHT MOVIE#	18.2	8,680

WOMEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	BOB HOPE SPECIAL(S)	31.8	7,370
2	60 MINUTES	30.7	7,130
3	ALICE	27.6	6,400
4	ALL IN THE FAMILY#	27.5	6,370
5	WALTONS, THE	26.4	6,130
6	HAWAII FIVE-O	25.0	5,790
7	BIG EVENT#	23.8	5,510
8	LIFE-TIMES-GRIZZLY ADAMS#	23.7	5,500
9	BARNABY JONES	23.2	5,380
10	CBS NFL CHAMPIONSHIP POST(S)	23.0	5,330
11	LITTLE HOUSE-PRAIRIE#	22.4	5,200
12	JEFFERSONS, THE	22.0	5,100
13	CAROL BURNETT SHOW	21.9	5,070
14	TOURNAMENT-ROSES PARADE(S)	21.3	4,940
15	ROSE BOWL GAME(S)	21.3	4,930
16	LAVERNE AND SHIRLEY#	21.2	4,910
17	ORANGE BOWL PARADE(S)	20.4	4,740
17	RHODA#	20.4	4,740
19	CBS EVENING NEWS-CRONKITE	20.2	4,680
20	ABC THEATRE(S)	19.7	4,560
21	NBC NIGHTLY NEWS	19.0	4,410
21	ON OUR OWN#	19.0	4,410

MEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	CBS NFL CHAMPIONSHIP GAME(S)	39.1	17,760
2	NFL CHAMPIONSHIP GAME-NBC(S)	36.8	16,690
3	CBS NFL PLAYOFF GAME 1(S)	34.2	15,510
4	CBS NFL PLAYOFF GAME 2(S)	33.7	15,310
5	LAVERNE AND SHIRLEY#	29.9	13,560
6	CBS NFL PLAYOFF POST 1(S)	27.7	12,580
7	CBS NFL CHAMPIONSHIP POST(S)	27.6	12,530
8	ROSE BOWL GAME(S)	26.0	11,790
9	ORANGE BOWL GAME(S)	24.7	11,190
10	CBS NFL CHAMPIONSHIP PRE(S)	24.2	11,000
11	HAPPY DAYS	23.8	10,810
12	CBS NFL PLAYOFF POST 2(S)	22.6	10,260
13	COTTON BOWL GAME(S)	22.3	10,120
14	FISH(S)	22.1	10,030
15	SOAP	21.7	9,860
16	60 MINUTES	21.1	9,590
17	ABC THEATRE(S)	20.3	9,200
18	THREE'S COMPANY	19.7	8,950
19	CBS NFL PLAYOFF PRE(S)	19.5	8,850
20	ABC MONDAY NIGHT MOVIE#	17.5	7,920
21	BIG EVENT#	17.1	7,770
22	ALL IN THE FAMILY#	16.8	7,630
23	LOU GRANT	16.8	7,620
24	ABC WIDE WORLD-SPORTS SUN#	16.7	7,600
25	CBS WEDNESDAY NIGHT MOVIE	16.7	7,570
26	ALICE	16.5	7,480
27	ABC FRIDAY NIGHT MOVIE#	16.4	7,460
28	ABC SUNDAY NIGHT MOVIE	16.4	7,450
29	LOVE BOAT	16.3	7,390

MEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	NFL CHAMPIONSHIP GAME-NBC(S)	43.2	7,880
2	CBS NFL CHAMPIONSHIP GAME(S)	39.2	7,140
3	ROSE BOWL GAME(S)	35.7	6,510
4	ORANGE BOWL GAME(S)	34.6	6,300
5	60 MINUTES	33.1	6,040
6	CBS NFL CHAMPIONSHIP POST(S)	32.6	5,950
7	CBS NFL PLAYOFF GAME 2(S)	29.7	5,420
8	COTTON BOWL GAME(S)	28.7	5,230
9	BOB HOPE SPECIAL(S)	28.3	5,160
10	CBS NFL PLAYOFF POST 2(S)	28.1	5,130
11	CBS NFL PLAYOFF GAME 1(S)	27.8	5,070
12	ALICE	26.3	4,800
13	BARNABY JONES	25.6	4,670
14	ALL IN THE FAMILY#	25.0	4,550
15	CBS NFL PLAYOFF POST 1(S)	24.7	4,500
16	HAWAII FIVE-O	23.1	4,220
16	60 MINUTES(S)	23.1	4,220
18	LIFE-TIMES-GRIZZLY ADAMS#	22.1	4,030
19	TOURNAMENT-ROSES PARADE(S)	21.8	3,980
20	CBS NFL CHAMPIONSHIP PRE(S)	21.6	3,930
21	LOU GRANT	20.7	3,780
22	BIG EVENT#	20.5	3,740
22	WALTONS, THE	20.5	3,740
24	NFL '77-NBC(S)	20.2	3,690
25	LITTLE HOUSE-PRAIRIE#	20.1	3,660
26	NFL CHAMPIONSHIP POST-NBC(S)	19.8	3,610
27	NBC NIGHTLY NEWS	19.6	3,580
28	ONE DAY AT A TIME	19.5	3,560
28	ORANGE BOWL PARADE(S)	19.5	3,560
30	FISH(S)	19.5	3,550
31	CAROL BURNETT SHOW	19.3	3,510
32	ON OUR OWN#	19.0	3,460
33	RHODA#	18.5	3,370

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

OTHER FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
•EVENING																										
ABC FRIDAY NIGHT MOVIE	10		196	A	19.0	31	1385	2323	821	264	892	383	625	500	114^	202	797	349	539	492	130^	200	258	61^	376	285
2 FRI. 9.00P 120 ABC FF			99	B	19.2	34	1400	1992	751	277	831	375	596	474	96	184	594	263	418	370	80	130	257	112	310	235
9.00 - 9.30				A	18.5	29	1349	2410	894	256	954	457	677	508	116^	222	779	326	540	523	106^	171^	251	54^	426	301
9.30 - 10.00				A	18.0	29	1312	2345	839	251	912	408	640	490	119^	213	774	340	542	474	129^	194	277	52^	382	288
10.00 - 10.30				A	19.9	32	1451	2292	793	282	871	355	610	511	106^	186	805	351	530	486	137^	211	257	67^	359	291
10.30 - 11.00				A	19.7	33	1436	2237	764	261	830	322	577	490	108^	182	814	363	539	485	144^	217	253	68^	340	263
ABC MINUTE MAGAZINE	1		166	A	18.7	26	1363	1937	569	137^	643	313	459	336	110^	149^	539	301	370	205	70^	155^	343	183	412	300
2 SUN. 7.58P 1 ABC N			93	B	18.7	26	1363	1937	569	137	643	313	459	336	110	149	539	301	370	205	70	155	343	183	412	300
ABC MONDAY NIGHT MOVIE	1	191		A	19.8	33	1443	2385	837	352	872	324	574	546	93^	226	873	298	549	560	134^	212	261	82^	379	276
1 MON. 9.00P 120 ABC FF		99		B	19.8	33	1443	2385	837	352	872	324	574	546	93	226	873	298	549	560	134	212	261	82	379	276
9.00 - 9.30				A	19.2	31	1400	2405	824	347	868	315	548	525	101^	245	878	305	534	563	134^	226	222	80^	437	319
9.30 - 10.00				A	20.4	33	1487	2393	840	370	885	347	589	555	88^	217	871	304	551	574	137^	206	240	77^	397	291
10.00 - 10.30				A	20.1	34	1465	2417	855	349	885	332	595	565	92^	220	877	294	555	560	133^	213	293	75^	362	265
10.30 - 11.00				A	19.6	34	1429	2299	818	332	839	294	558	538	80^	216	851	285	547	545	124^	193	290	95^	319	232
ABC NEWS-REASONER/WALTERS	70	189	194	A	10.9	19	795	1836	744	246	817	229	393	424	125	296	672	195	318	360	147	275	147	65^	200	128
M-F 6.30P 30 ABC N		99	99	B	9.9	19	722	1711	695	210	768	234	383	372	119	277	654	207	337	335	142	257	127	54	162	95
ABC NEWSBRIEF-M-F	80	175	178	A	18.4	28	1341	2122	734	276	831	326	549	457	97	222	643	272	427	371	87	157	294	160	354	241
1 M & F 8.58P 1 ABC N		95	96	B	18.9	30	1378	1948	704	266	783	331	524	434	92	197	610	249	397	341	90	162	252	127	303	222
1 TU&TH 9.58P 1																										
1 WED. 8.57P 1																										
2 MON. 8.57P 2																										
2 TU-TH 9.58P 1																										
2 FRI. 8.58P 1																										
ABC NEWSBRIEF-SAT.	16	154	183	A	18.5	34	1349	2332	648	184	709	355	539	441	49^	128	667	305	478	438	66^	131	432	210	524	417
SAT. 9.58P 1 ABC N		91	97	B	18.0	32	1312	2141	668	252	749	343	531	434	71	154	659	283	458	391	86	152	322	161	411	316
ABC NEWSBRIEF-SUN.	16	184	186	A	20.4	29	1487	2133	676	203	761	398	565	435	98	145	606	243	360	349	86	163	319	146	447	300
SUN. 8.58P 1 ABC N		97	96	B	19.7	29	1436	2199	674	260	752	341	530	431	86	167	700	299	480	411	99	159	284	119	463	325
ABC SATURDAY EVENING NEWS	7	107		A	6.0	12	437	1993	638	243^	688	212^	303^	203^	313^	313^	837	404^	488^	356^	144^	226^	166^	LT	302^	213^
1 SAT. 6.30P 30 ABC N		67		B	5.8	12	423	1677	549	190	594	170	301	268	117	228	790	248	446	412	158	267	94	27	199	124
ABC SUNDAY NIGHT MOVIE	13	191	192	A	19.8	33	1443	1850	735	301	805	442	616	468	85	141	722	357	516	470	102	148	209	78^	114	70^
1 SUN. 9.00P 152 ABC FF		99	99	B	21.7	35	1582	1995	758	295	824	375	595	499	89	167	774	359	572	483	94	146	250	96	147	111
2 SUN. 9.00P 195																										
9.00 - 9.30				A	22.0	31	1604	2022	756	307	823	443	618	481	89	154	716	344	498	446	114	158	265	112	218	149
9.30 - 10.00				A	22.0	31	1604	1986	758	317	826	453	627	477	83	147	769	397	552	501	111	153	247	96	144	99
10.00 - 10.30				A	21.0	32	1531	1873	732	313	801	421	605	464	88	148	754	389	541	489	95	149	215	74^	103	59^
10.30 - 11.00				A	19.7	32	1436	1780	721	293	787	419	599	452	84	146	718	353	510	481	85	144	192	57^	83	40^
11.00 - 11.30				A	18.7	35	1363	1712	717	280	809	465	631	473	91	128	691	333	500	475	82^	126	154	54^	58^	25^
11.30 - 12.00				A	14.4	41	1050	1575	717	291	795	502	656	468	65^	104^	653	318	483	411	123^	162^	127^	56v	LT	LT
ABC THEATRE(S)			192	A	27.9	40	2034	1945	874	296	994	424	702	570	89^	223	586	292	451	338	91^	117	253	148	112^	54^
2 MON. 9.00P 120 ABC GD			99																							
9.00 - 9.30				A	27.3	38	1990	2051	877	296	990	422	693	558	90^	225	649	316	489	355	109^	136	253	134	159	71^
9.30 - 10.00				A	28.5	40	2078	1963	859	283	969	408	699	581	83^	206	611	316	489	338	90^	114^	260	148	123	62^
10.00 - 10.30				A	28.3	41	2063	1863	877	288	995	430	698	561	93^	233	540	272	421	324	88^	110^	241	148	87^	42^
10.30 - 11.00				A	27.5	42	2005	1898	881	315	1019	440	713	575	92^	232	547	270	412	342	83^	108^	253	162	79^	37^
ABC WEEKEND NEWS-SATURDAY	14	146	161	A	8.3	18	605	1666	539	184^	636	336	416	320	51^	166^	653	285	450	377	78^	136^	204	74^	173^	134^
SAT. 11.00P 15 ABC N		92	94	B	7.7	17	561	1659	641	247	705	274	455	383	86	189	692	309	495	374	78	147	166	75	96	71
ABC WEEKEND NEWS-SUNDAY	13	153	154	A	6.4	19	467	1645	558	249^	663	315	475	464	74^	96^	623	286	436	537	32v	56v	267	172^	92^	46v
1 SUN. 11.32P 15 ABC N		97	97	B	6.0	15	437	1629	673	215	756	300	500	425	106	194	681	262	459	421	84	145	131	59	61	37
2 SUN. 12.15A 15																										
ALICE	11	199	198	A	25.6	37	1866	2033	842	335	925	309	502	459	146	344	720	214	403	372	113	258	222	131	166	132
1 SUN. 9.49P 30 CBS CS		99	99	B	24.4	36	1779	1965	792	288	890	292	491	444	142	319	688	224	379	346	106	248	207	105	180	127
2 SUN. 9.30P 30																										
ALL IN THE FAMILY	12		201	A	26.0	35	1895	2141	819	306	916	325	511	450	171	336	708	282	402	392	141	239	288	185	229	188
2 SUN. 9.00P 30 CBS CS			99	B	25.3	37	1844	1979	793	295	899	293	485	433	147	335	688	233	372	338	113	253	212	119	180	134

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
BARETTA-11:30PM	14	160	157	A	7.6	28	554	1572	683	220	728	240	429	388	150^	213^	480	249	286	213^	88^	143^	184^	114^	180^	180^
1 FRI. 12.41A 66 ABC OP		94	92	B	7.3	24	532	1528	668	191	718	253	452	394	90	205	534	239	394	321	56	105	186	91	90	79
2 FRI. 11.30P 65																										
11.30 - 12.00				A	10.3	28	751	1550	593	219^	686	227^	322	312^	138^	229^	515	307^	338	206^	96^	177^	198^	66v	151^	151^
12.00 - 12.30				A	9.4	29	685	1473	719	250^	763	265^	423	293^	183^	280^	434	206^	278^	143^	93^	156^	142^	55v	134^	134^
1.00 - 1.30				A	5.6	27	408	1676	784	221^	784	270^	566^	620	117v	117v	468^	255^	255^	266^	91v	91v	210^	210^	214^	214^
BARETTA	10		199	A	13.2	22	962	1721	696	228^	745	298	513	420	93^	192^	520	222^	303	281	86^	158^	274	76^	182^	110^
2 WED. 10.00P 60 ABC OP			99	B	18.2	31	1327	1756	709	283	776	337	558	444	90	169	584	237	382	332	84	149	254	120	142	110
10.00 - 10.30				A	14.0	23	1021	1740	720	249	773	315	534	447	94^	190^	505	214^	282	265	88^	165^	278	89^	184^	107^
10.30 - 11.00				A	12.5	22	911	1675	661	202^	705	273	481	387	91^	193^	531	226^	322	295	81^	151^	267	61v	172^	108^
BARNABY JONES	14	186	192	A	22.2	38	1618	1851	810	263	866	239	452	464	143	333	681	157	302	333	134	289	147	43^	157	112
THU. 10.00P 60 CBS PD		97	98	B	20.4	36	1487	1702	781	253	857	257	473	453	141	302	618	169	314	315	110	241	120	57	107	74
10.00 - 10.30				A	22.1	37	1611	1877	823	266	878	242	445	458	151	349	678	152	298	336	135	291	153	53^	168	118
10.30 - 11.00				A	22.2	39	1618	1824	799	260	856	236	460	472	137	318	684	161	303	330	132	288	140	33^	144	107
BARNEY MILLER	14	194	192	A	23.4	36	1706	2065	685	299	744	281	498	458	85	172	663	287	421	374	115	182	310	149	348	237
THU. 9.00P 30 ABC CS		98	99	B	21.3	34	1553	1861	688	274	755	296	510	447	89	184	599	257	395	337	93	150	256	120	251	180
BETTY WHITE SHOW	2		179	A	15.0	21	1094	1774	788	240	833	315	418	451	147^	290	636	300	369	321	112^	199^	196^	109^	109^	85^
2 MON. 9.30P 30 CBS CS			98	B	16.0	23	1166	1734	705	234	789	317	465	452	111	233	571	232	336	286	76	172	205	103	169	136
BIG EVENT	15		206	A	23.1	34	1684	2039	853	314	921	279	548	512	125^	326	750	304	463	392	130^	222	197	72^	171	91^
2 SUN. 9.30P 90 NBC FV			99	B	19.9	31	1451	1958	788	308	878	355	568	486	111	233	704	301	462	415	96	178	194	94	182	127
9.30 - 10.00				A	22.7	31	1655	2088	852	327	921	276	547	509	117^	328	741	309	466	364	135^	210	211	67^	215	133^
10.00 - 10.30				A	24.0	35	1750	2053	856	319	923	285	554	515	121^	322	757	299	468	410	130^	226	203	79^	170	86^
10.30 - 11.00				A	22.6	37	1648	1971	850	295	915	276	537	503	138^	331	745	298	448	398	130^	230	181	71^	130^	57^
BIONIC WOMAN	12		216	A	17.5	29	1276	2045	729	229	777	289	483	397	70^	235	699	292	417	397	112^	194	191	76^	378	249

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS TOTAL	TEENS FEM.	CHILDREN TOTAL	CHILDREN 6-11
2 SAT. 8.00P 60 NBC A			99	B	17.2	32	1254	2203	699	253	779	284	464	406	134	248	674	232	381	368	128	229	217	100	533	350
8.00 - 8.30				A	16.1	27	1174	2036	728	222	773	279	464	383	65^	244	739	291	442	419	108^	191^	178^	66^	346	234
8.30 - 9.00				A	19.0	32	1385	2038	728	234	777	298	495	405	72^	227	658	291	391	375	114^	194	200	84^	403	260
BLACK SHEEP SQUADRON	3	203	199	A	16.2	25	1181	1817	657	233	691	185	363	365	138	257	779	294	447	403	136	249	202	84^	145	99^
WED. 9.00P 60 NBC A		99	98	B	16.4	25	1196	1828	635	237	682	200	368	344	127	248	777	293	466	417	126	234	214	77	155	111
9.00 - 9.30				A	15.9	25	1159	1818	662	238	702	185	362	357	145	271	773	293	440	398	133	249	200	86^	143	96^
9.30 - 10.00				A	16.6	26	1210	1798	646	223	674	181	361	367	131	243	780	294	449	405	138	246	199	80^	145	104
BOB HOPE SPECIAL(S)			207	A	25.2	34	1837	2039	872	307	928	173	439	465	141	400	742	237	400	338	137	281	210	86^	159	103^
2 SUN. 8.00P 90 NBC CV			99																							
8.00 - 8.30				A	25.0	35	1823	2040	852	304	922	161	421	448	139	406	743	229	386	341	147	298	192	94^	183	134
8.30 - 9.00				A	27.2	37	1983	2018	893	306	949	184	456	480	143	402	718	204	379	333	133	286	214	91^	137	88^
9.00 - 9.30				A	23.4	31	1706	2064	866	311	910	177	439	465	144	394	770	284	437	343	128^	254	224	73^	160	92^
BOB NEWHART SHOW	13	166	195	A	15.4	28	1123	2021	812	295	867	243	425	399	161	371	692	257	392	348	148	243	176	83^	286	202
SAT. 8.00P 30 CBS CS		94	98	B	15.7	29	1145	1921	790	283	857	256	435	386	151	353	653	242	379	328	94	215	148	75	263	167
CAROL BURNETT SHOW	4	193	194	A	21.6	34	1575	1909	823	298	878	284	473	446	144	323	649	216	372	326	102	222	270	138	112	93
1 SUN. 10.19P 60 CBS CV		99	99	B	19.9	31	1451	1922	787	272	857	262	458	436	135	313	671	215	363	325	105	248	247	131	147	121
2 SUN. 10.00P 60																										
10.00 - 10.30				A	22.6	33	1648	1956	808	324	872	283	481	454	145	303	652	251	364	327	97^	221	337	165	95^	82^
10.30 - 11.00				A	21.0	34	1531	1936	833	297	894	294	484	455	141	329	650	211	375	322	104	228	282	148	110	92
CARTER ABROAD-ASSESSMENT(S)			214	A	10.3	28	751	1521	769	342	857	334	530	465	119^	285^	519	181^	308^	323	64v	161^	71v	32v	74v	22v
2 FRI. 11.30P 30 NBC N			99																							
CARTER COUNTRY	14	193	190	A	20.9	33	1524	2006	657	287	710	261	467	423	101	179	707	305	462	407	120	181	283	117	306	190
THU. 9.30P 30 ABC CS		98	99	B	19.2	30	1400	1771	661	262	714	275	485	427	95	175	627	267	418	354	95	156	236	103	194	145
CARTER IN MIDEAST(S)			181	A	6.1	21	445	1391	511^	146^	585	150^	310^	306^	38v	206^	497^	267^	267^	123v	79v	214^	201^	23v	108v	108v
2 WED. 11.30P 30 ABC N			99																							
CARTER TRIP-FRI.(S)		159		A	6.4	17	467	1610	620	148^	643	177^	396^	376^	133^	207^	671	191^	396^	410^	202^	232^	137^	47v	159^	159^
1 FRI. 11.30P 30 CBS N		94																								
CARTER TRIP-MON.(S)			177	A	5.5	14	401	1646	606	157^	606	113v	283^	378^	180^	228^	855	391^	505^	562^	159^	177^	185^	185^	LT	LT
2 MON. 11.30P 29 CBS N			96																							

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
CARTER TRIP-WED.(S)			177	A	7.2	25	525	1558	649	253^	670	313^	422^	412^	108v	178^	626	233^	369^	330^	134^	184^	208^	44v	54v	LT
2 WED. 11.30P 30 CBS N			95																							
CARTER TRIP-THU.(S)			177	A	6.5	21	474	1409	749	223^	761	167^	405^	454^	162^	250^	583	95v	321^	321^	179^	262^	36v	LT	29v	LT
2 THU. 11.30P 26 CBS N			96																							
CARTER TRIP-FRI.(S)			170	A	8.4	23	612	1317	656	212^	656	274^	396	399	89v	212^	608	326^	426	320^	68v	150^	35v	LT	18v	18v
2 FRI. 11.30P 30 CBS N			94																							
CBS EVENING NEWS-CRONKITE	70	199	198	A	15.4	28	1123	1725	710	227	780	143	309	305	147	418	762	214	386	366	136	293	97	42^	86	60
1 MON. 5.00P 30 CBS N		97	99	B	14.9	29	1086	1666	710	217	781	163	310	315	167	408	672	164	304	312	123	293	82	44	131	78
1 TU-F 6.30P 30																										
2 M-F 6.30P 30																										
CBS EVENING NEWS	7		120	A	8.4	14	612	1822	737	319^	835	276^	339^	355^	181^	434	866	317^	432	324^	177^	367^	60v	31v	61v	16v
2 SUN. 6.45P 15 CBS N			63	B	9.1	17	663	1744	747	227	823	188	312	309	171	450	727	213	330	296	162	347	53	25	141	59
CBS FRIDAY NIGHT MOVIE	9	182	182	A	21.0	35	1531	2008	678	283	755	351	522	421	109	189	610	269	433	357	79	145	262	115	381	261
FRI. 9.00P 120 CBS FF		99	98	B	16.8	28	1225	1967	729	263	791	336	525	424	128	221	653	279	458	397	93	154	217	89	306	210
9.00 - 9.30				A	21.3	35	1553	1995	656	244	728	319	481	403	110	199	575	229	397	347	80	142	256	116	436	279
9.30 - 10.00				A	20.5	34	1494	1954	649	270	729	344	496	399	111	186	594	264	428	360	80^	138	252	116	379	250
10.00 - 10.30				A	21.0	35	1531	2011	687	299	764	366	541	430	105	187	617	286	447	360	76^	140	264	111	366	265
10.30 - 11.00				A	21.3	36	1553	2060	714	313	793	373	566	456	111	181	648	296	461	363	80	152	275	116	344	245
CBS NFL CHAMPIONSHIP POST(S)		196		A	28.4	43	2070	1991	717	261	753	281	434	400	104^	257	953	362	605	541	132	287	130	52^	155	93^
1 SUN. 8.41P 8 CBS SC		94																								
CBS NFL PLAYOFF GAME 2(S)		199		A	27.3	46	1990	2028	550	199	570	201	311	282	98^	213	1180	497	770	711	152	274	179	57^	99^	89^
1 MON. 6.00P 164 CBS SE		94																								
6.00 - 6.30				A	24.4	44	1779	1922	494	189	517	150	275	255	87^	212	1165	490	759	703	171	279	162	41^	78^	69^
6.30 - 7.00				A	27.0	47	1968	1945	490	165	504	174	265	235	101^	214	1194	523	805	704	150	269	166	37^	81^	71^
7.00 - 7.30				A	27.7	47	2019	1961	524	208	531	174	272	255	104^	210	1174	506	782	715	142	259	168	46^	88^	88^
7.30 - 8.00				A	29.0	48	2114	2158	595	222	626	233	343	306	104^	227	1185	514	788	736	149	252	220	91^	127	105^
8.00 - 8.30				A	28.1	45	2048	2093	597	205	620	239	358	320	94^	199	1177	480	745	714	149	279	186	67^	110^	96^
CBS NFL PLAYOFF POST 2(S)		199		A	21.8	35	1589	2015	613	162	641	232	363	328	93^	220	1088	368	644	628	149	325	182	61^	104^	104^
1 MON. 8.44P 16 CBS SC		94																								
CBS REPORTS(S)		181		A	11.0	17	802	1480	752	245^	780	166^	314	339	151^	358	615	124^	284^	299	158^	263^	60v	21v	25.	25v
1 TUE. 8.00P 60 CBS DN		95																								
8.00 - 8.30				A	11.1	18	809	1402	717	224^	749	161^	292	317	147^	348	616	117^	291	297	160^	270^	37v	20v	LT	LT
8.30 - 9.00				A	10.9	17	795	1547	783	262^	806	168^	335	357	157^	369	613	130^	277^	300	157^	256^	81^	21v	47v	47v
CBS SAT. NEWS-SCHIEFFER	14	122	152	A	10.7	21	780	1799	763	335	826	180	304	318	166	434	732	214	324	317	183	322	67^	31v	174	64^
SAT. 6.30P 30 CBS N		83	89	B	10.7	22	780	1707	728	217	787	181	295	287	195	424	688	178	301	301	160	329	82	47	150	83
CBS SUNDAY NEWS-BRADLEY	14	136	140	A	8.5	17	620	1706	652	252	691	210	348	310	200	306	764	254	428	370	142^	273	144^	98^	107^	107^
1 SUN. 11.19P 15 CBS N		79	79	B	7.8	17	569	1554	701	222	742	220	383	348	147	300	674	194	331	318	110	283	95	56	43	38
2 SUN. 11.00P 15																										
CBS WEDNESDAY NIGHT MOVIE	13	188	184	A	22.1	36	1611	1949	739	271	798	363	552	442	106	186	682	337	470	395	96	158	245	80	224	150
WED. 9.00P 120 CBS FF		98	96	B	18.3	30	1334	1782	727	271	798	311	532	455	112	201	640	271	431	363	95	157	202	90	142	101
9.00 - 9.30				A	20.5	32	1494	1944	746	267	799	325	517	449	128	216	651	294	422	385	109	177	224	90	270	194
9.30 - 10.00				A	21.3	33	1553	1941	720	276	796	353	542	439	109	194	668	328	449	392	97	161	227	76	250	170
10.00 - 10.30				A	23.8	39	1735	1944	747	270	799	389	574	443	95	165	680	342	478	401	93	147	265	80	200	126
10.30 - 11.00				A	22.8	39	1662	1958	741	267	791	378	572	444	91	161	718	376	523	402	88	146	265	71^	184	113
CHARLIE'S ANGELS	14	210	200	A	21.5	34	1567	1982	645	224	723	285	458	404	105	202	541	208	337	325	78	149	338	181	380	305
1 WED. 9.00P 120 ABC PD		99	99	B	25.2	40	1837	1966	718	274	790	358	550	458	85	177	567	234	374	324	77	144	309	160	300	233
2 WED. 9.00P 60																										
9.00 - 9.30				A	21.1	33	1538	1886	622	230	702	292	440	379	102	202	503	188	303	288	81	151	306	172	375	296
9.30 - 10.00				A	21.7	34	1582	1923	651	232	729	283	460	400	102	208	531	208	323	319	79	154	325	183	338	269
10.00 - 10.30				A	22.3	36	1626	2137	659	226	733	269	472	441	109^	196	589	224	376	370	73^	145	377	182	438	354
10.30 - 11.00				A	21.5	37	1567	2079	650	190	719	281	457	410	108^	195	572	215	377	364	69^	133^	383	194	405	332
CHICO AND THE MAN	12	179	193	A	13.0	21	948	1834	728	250	797	222	410	368	143	319	682	222	341	339	121^	249	115^	43^	240	176
FRI. 8.30P 30 NBC CS		94	99	B	13.3	23	970	1796	735	217	803	180	349	341	149	370	647	176	288	271	140	291	124	65	222	158

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																													
CHIPS				13	186	198	A	17.5	27	1276	2042	674	243	724	269	453	407	133	226	670	256	397	392	139	206	242	101	406	277
THU. 8.00P	60	NBC	OP		96	95	B	16.0	26	1166	2033	670	230	740	246	441	397	116	248	710	246	419	407	138	224	224	84	359	248
8.00 - 8.30							A	17.1	27	1247	2034	688	242	730	260	454	411	143	236	672	243	383	390	145	216	226	94^	406	270
8.30 - 9.00							A	18.0	28	1312	2029	661	242	714	276	450	400	120	215	666	266	408	394	128	195	248	104	401	284
CLASS OF '65				4	191	201	A	19.0	33	1385	1908	828	287	883	454	641	480	75^	170	571	283	412	389	78^	113	285	182	169	124
THU. 10.00P	60	NBC	GD		98	98	B	19.9	34	1451	1775	803	287	875	439	625	474	71	181	547	261	387	346	71	121	231	153	122	88
10.00 - 10.30							A	19.0	32	1385	1906	827	283	877	436	638	484	68^	166	555	273	399	370	74^	116	280	174	194	142
10.30 - 11.00							A	19.1	34	1392	1894	823	291	885	466	640	475	82^	175	583	294	426	402	81^	109	284	188	142	102
C.P.O. SHARKEY				8	170	187	A	15.9	27	1159	1852	737	176	804	230	419	364	117	315	687	215	360	343	113	259	150	63^	211	170
FRI. 8.00P	30	NBC	CS		91	96	B	15.0	26	1094	1857	717	182	777	203	370	342	130	333	699	208	338	301	154	292	146	67	235	176
DONNY AND MARIE				12	191	203	A	18.2	30	1327	2167	814	268	888	334	503	448	98	312	572	226	330	310	89^	199	211	111	496	344
FRI. 8.00P	60	ABC	GV		92	99	B	19.5	34	1422	2164	748	260	842	301	489	427	123	281	522	191	314	284	89	171	251	143	549	380
8.00 - 8.30							A	17.6	29	1283	2160	798	276	877	313	484	430	97	326	560	214	307	299	84^	205	214	117	509	347
8.30 - 9.00							A	18.9	31	1378	2152	823	258	888	348	514	458	97	297	579	232	346	321	90	194	206	102	479	340
FAMILY				13	192	192	A	20.2	34	1473	1874	719	316	821	395	592	457	98	171	532	219	363	304	86	129	261	175	260	196
TUE. 10.00P	60	ABC	GD		99	99	B	19.9	33	1451	1778	800	288	887	428	642	486	94	197	481	229	357	302	51	92	243	159	167	128
10.00 - 10.30							A	20.0	33	1458	1888	727	309	832	394	604	461	94	171	542	221	370	302	85	134	248	165	266	192
10.30 - 11.00							A	20.3	35	1480	1861	712	323	809	394	577	456	100	171	520	218	354	305	85	123	276	187	256	202
FISH(S)						201	A	32.8	47	2391	2166	667	280	752	369	524	396	93^	180	620	280	418	370	89^	150	314	167	480	335
2 TUE. 8.30P	30	ABC	CS			99																							
FITZPATRICKS, THE				10		178	A	12.6	18	919	1831	667	399	835	251^	414	377	121^	348	526	225^	299	258	114^	189^	154^	90^	316	221^
2 TUE. 8.00P	60	CBS	GD			96	B	11.3	17	824	1799	709	254	791	237	388	331	171	345	500	163	252	221	113	205	210	123	298	190
8.00 - 8.30							A	11.0	16	802	1813	683	371	838	211^	379	355	132^	390	548	221^	299	252^	109^	189^	127^	80^	300	221^
8.30 - 9.00							A	14.1	20	1028	1849	655	421	833	283	441	395	113^	315	510	229	300	265	116^	188^	177^	98^	329	221^
FOUR FEATHERS(S)					206		A	18.4	28	1341	2011	733	288	893	374	583	515	92^	187	833	318	525	519	104^	207	147^	89^	138^	78^
1 SUN. 9.00P	120	NBC	A		99																								
9.00 - 9.30							A	16.1	24	1174	2087	784	304	937	380	601	526	104^	198^	812	334	536	519	107^	180^	155^	103^	183^	89^
9.30 - 10.00							A	17.9	27	1305	2084	772	282	917	362	587	542	100^	192	846	342	542	521	104^	200	161^	107^	160^	83^
10.00 - 10.30							A	19.5	30	1422	1995	712	286	880	381	581	513	85^	179	844	317	531	536	104^	210	146^	82^	125^	77^
10.30 - 11.00							A	19.9	32	1451	1918	680	287	857	377	573	489	86^	184	833	292	499	509	109^	232	131^	68^	97^	65^
GATOR BOWL FOOTBALL GAME(S)					197		A	14.1	26	1028	1718	585	186^	615	225^	400	354	60^	169^	902	251	522	507	143^	282	114^	49v	87^	77^
1 FRI. 9.00P	190	ABC	SE		99																								
9.00 - 9.30							A	14.8	26	1079	1677	651	205^	693	232	428	404	72^	196^	820	203^	436	454	124^	282	69^	27v	95^	72^
9.30 - 10.00							A	15.4	26	1123	1647	593	196^	628	210	368	342	70^	203^	856	225	468	456	131^	300	76^	28v	87^	74^
10.00 - 10.30							A	15.4	27	1123	1698	537	173^	557	166^	326	339	50v	172^	958	245	547	548	150^	306	107^	48v	76^	62^
10.30 - 11.00							A	13.6	24	991	1688	540	182^	559	172^	339	334	59v	166^	944	243	540	532	170^	304	110^	58v	75^	65^
11.00 - 11.30							A	14.6	28	1064	1733	545	170^	568	244	414	347	64^	126^	910	296	570	509	147^	257	171^	65^	84^	84^
11.30 - 12.00							A	12.0	28	875	1783	635	180^	658	314	512	378	44v	128^	915	291	567	536	136^	236^	118^	52v	92^	92^
GOOD TIMES				11		193	A	18.4	29	1341	2000	698	295	826	296	428	354	126^	318	550	192	312	272	110^	198	232	134^	392	332
2 WED. 8.00P	30	CBS	CS			98	B	17.7	29	1290	2017	714	267	814	284	449	361	119	310	571	222	349	281	80	179	253	120	379	272
HAPPY DAYS				14	211	209	A	33.1	51	2413	2361	707	273	796	392	574	453	92	175	638	305	449	390	68	137	347	189	580	377
TUE. 8.00P	30	ABC	CS		99	99	B	31.5	50	2296	2263	700	264	789	377	561	434	84	172	578	286	415	335	63	118	338	182	558	382
HARDY BOYS/NANCY DREW				14	180	188	A	16.2	24	1181	2106	622	159	693	312	474	375	116	175	520	208	311	246	106	169	365	213	528	358
SUN. 7.00P	60	ABC	SM		99	99	B	16.6	27	1210	2235	618	248	710	299	465	360	90	192	588	244	400	331	92	141	372	202	565	391
7.00 - 7.30							A	15.2	23	1108	2110	626	156	700	320	477	372	112	181	508	190	299	254	103^	168	362	216	540	358
7.30 - 8.00							A	17.2	25	1254	2092	615	158	680	297	468	376	117	168	523	221	316	236	105	166	371	212	518	357
HAWAII FIVE-O				11	193	196	A	21.9	34	1597	1927	806	287	891	266	432	441	147	363	672	183	328	370	112	264	154	54^	210	148
THU. 9.00P	60	CBS	OP		98	99	B	19.9	31	1451	1773	768	256	851	241	407	402	162	357	665	181	326	335	114	266	112	47	145	101
9.00 - 9.30							A	21.3	33	1553	1944	799	277	890	266	428	433	150	367	675	179	329	372	112	264	154	49^	225	153
9.30 - 10.00							A	22.5	35	1640	1903	809	295	887	265	432	446	146	357	669	188	327	364	112	264	153	59^	194	140
JAMES AT 15				7	182	190	A	15.0	23	1094	2061	720	256	781	355	524	394	118	214	497	278	379	322	78^	105^	388	196	395	292
THU. 9.00P	60	NBC	GD		97	98	B	13.3	21	970	2004	701	245	783	336	523	403	114	216	589	272	398	325	90	156	322	145	310	238
CONT'D																													

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
JAMES AT 15-CONT'D																										
9.00 - 9.30				A	14.8	23	1079	2090	722	248	786	357	516	378	123	228	489	280	370	307	88^	109^	385	197	430	309
9.30 - 10.00				A	15.3	24	1115	2009	715	261	772	352	527	404	112	201	496	275	383	329	67^	101^	384	191	357	273
JEFFERSONS, THE	15	164	193	A	19.2	34	1400	1846	725	261	810	240	386	355	156	363	574	197	321	278	109	222	169	69^	293	201
SAT. 9.00P 30 CBS CS		96	99	B	18.0	31	1312	1861	760	270	843	264	426	366	153	358	583	192	326	290	82	211	168	81	267	180
KOJAK	4	165	193	A	14.3	27	1042	1580	706	226	747	181	366	384	145	311	666	171	346	362	137	261	92^	23v	75^	61^
SAT. 10.00P 60 CBS OP		96	99	B	14.7	27	1072	1677	718	213	772	215	383	364	150	326	657	178	328	339	137	258	136	59	112	93
10.00 - 10.30				A	14.2	26	1035	1522	686	216	729	177	344	357	154	318	636	164	332	343	140	251	86^	20v	71^	60^
10.30 - 11.00				A	14.4	27	1050	1628	725	233	762	186	387	409	135	303	690	176	358	380	135	268	98^	25v	78^	63^
LATE MOVIE I	68	166	170	A	6.4	28	467	1525	595	197	664	293	441	320	116^	187	587	285	390	311	95^	133	223	101^	51^	35^
1 MON. 12.00M 129 CBS FF		92	92	B	6.3	25	459	1418	667	240	727	271	447	366	121	216	568	227	362	321	76	152	97	43	26	19
1 TUE. 11.30P 121																										
1 WED. 11.30P 70																										
1 THU. 11.30P 137																										
1 FRI. 12.00M 40																										
2 MON. 11.59P 101																										
2 TUE. 11.30P 104																										
2 WED. 12.00M 69																										
2 THU. 11.56P 102																										
2 FRI. 12.00M 36																										
11.30 - 12.00				A	7.4	22	539	1501	634	211	716	287	480	331	119	209	549	224	320	300	86^	168	155	56^	81^	60^
12.00 - 12.30				A	6.5	24	474	1637	652	225	716	321	485	357	112^	192	636	293	422	358	97^	147	231	113^	54^	39^
12.30 - 1.00				A	6.1	31	445	1557	587	198	679	302	421	291	141	216	625	317	418	328	97^	123^	225	89^	28v	18v
1.00 - 1.30				A	6.4	42	467	1398	533	165	585	251	388	298	102^	169	543	267	350	274	102^	120^	238	105^	32^	LT
1.30 - 2.00				A	5.7	50	416	1048	330^	75v	459^	322^	322^	200^	62v	62v	204^	170^	170^	LT	34v	34v	385^	216^	LT	LT

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS TOTAL	TEENS FEM.	CHILDREN TOTAL	CHILDREN 6-11
LATE MOVIE II	37	165	167	A	5.4	33	394	1355	464	167	469	210	309	264	87^	120^	582	405	489	297	69^	73^	227	120^	77^	33v
1 WED. 12.40A 72 CBS FF		92	91	B	4.7	27	343	1302	578	212	604	247	392	323	95	159	558	241	384	340	75	119	105	58	35	23
1 FRI. 12.40A 52																										
2 TUE. 1.14A 28																										
2 WED. 1.09A 56																										
2 FRI. 12.36A 125																										
12.30 - 1.00				A	6.4	28	467	1574	514	242	512	247	379	285	73^	117^	630	362	493	372	80^	102^	316	194	116^	62^
1.00 - 1.30				A	5.6	31	408	1355	465	154	463	204	301	284	83^	108^	539	366	442	281	69^	69^	269	164	84^	32v
1.30 - 2.00				A	5.0	37	365	1337	543	189	543	269	368	362	76^	118^	629	473	561	332	54^	54^	129^	46^	36v	20v
2.00 - 2.30				A	5.7	43	416	1137	407^	LT	407^	163^	231^	135v	142v	142v	484^	419^	436^	181^	48v	48v	148^	19v	98v	55v
LAVERNE AND SHIRLEY	12	212		A	33.6	52	2449	2512	731	282	819	369	565	457	100	201	739	374	553	435	63^	136	347	204	607	379
1 TUE. 8.30P 30 ABC CS		99		B	32.2	50	2347	2233	726	276	820	391	583	442	82	181	574	279	416	339	60	116	328	179	511	355
LIFE-TIMES-GRIZZLY ADAMS	9		211	A	19.1	29	1392	2094	821	243	896	237	396	389	155^	396	680	207	312	322	139^	289	181	76^	337	209
2 WED. 8.00P 60 NBC A			99	B	17.6	29	1283	2017	752	227	821	218	373	377	149	353	651	218	343	323	111	250	164	61	381	227
8.00 - 8.30				A	17.4	27	1268	2084	816	225	892	225	371	373	160^	412	687	212	306	308	142^	302	180^	71^	325	206
8.30 - 9.00				A	20.8	31	1516	2094	822	256	896	247	415	400	151^	379	670	201	312	330	135^	279	183	78^	345	213
LITTLE HOUSE-PRAIRIE	14	205		A	16.6	26	1210	2078	851	239	946	239	401	372	164^	430	576	110^	258	247	127^	304	133^	102^	423	214
1 MON. 8.00P 60 NBC GD		99		B	22.1	34	1611	2004	797	245	904	268	457	409	152	361	541	154	276	266	107	223	197	115	362	228
8.00 - 8.30				A	15.6	25	1137	1997	851	241	931	228	380	334	175^	459	535	88^	212	210	125^	313	114^	84^	417	199^
8.30 - 9.00				A	17.5	27	1276	2150	851	235	959	249	419	408	153^	405	608	129^	297	280	127^	292	151^	119^	432	227
LOGAN'S RUN	6		189	A	12.2	17	889	1804	543	248^	592	303	357	280	124^	186^	483	247^	328	285	92^	130^	289	163^	440	285
2 MON. 8.00P 60 CBS SF			99	B	15.2	23	1108	2118	635	235	692	343	474	369	99	173	653	303	456	394	97	146	259	115	514	336
8.00 - 8.30				A	11.3	16	824	1799	544	238^	589	288	330	268^	135^	205^	502	250^	333	282^	101^	144^	280^	153^	428	277^
8.30 - 9.00				A	13.2	18	962	1778	533	250	585	311	373	284	116^	168^	457	242^	319	280	84^	114^	290	168^	446	286
LOU GRANT	15	198	196	A	22.4	38	1633	1930	783	295	855	320	525	472	114	257	772	277	467	423	114	232	219	122	84	55^
TUE. 10.00P 60 CBS GD		99	98	B	17.8	30	1298	1713	733	277	806	285	492	452	109	240	668	264	413	360	87	202	169	72	70	44
10.00 - 10.30				A	22.6	37	1648	1924	782	300	850	327	533	481	111	246	758	275	450	407	112	235	224	126	92	57^
10.30 - 11.00				A	22.3	39	1626	1918	779	289	850	309	513	460	117	265	773	276	477	433	116	225	217	117	78	51^
LOVE BOAT	12	158	190	A	20.4	38	1487	2280	721	264	787	395	582	461	75^	164	663	335	497	399	84	125	365	185	465	348
SAT. 10.00P 60 ABC CS		92	99	B	20.5	37	1494	2092	711	281	798	383	590	483	76	145	632	298	463	385	77	125	315	159	347	276
CONT'D																										

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FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
LOVE BOAT-CONT'D																										
10.00 - 10.30				A	20.5	38	1494	2309	720	261	785	390	582	457	74^	166	660	325	494	400	80	124	377	192	487	362
10.30 - 11.00				A	20.3	39	1480	2245	715	264	783	397	579	458	78^	161	665	342	497	395	92	128	353	178	444	332
LUCAN	2	176	182	A	20.6	30	1502	2398	803	309	945	341	592	487	120	288	724	336	482	398	84	158	312	185	417	287
MON. 8.00P 60 ABC A		98	99	B	20.6	30	1502	2398	803	309	945	341	592	487	120	288	724	336	482	398	84	158	312	185	417	287
8.00 - 8.30				A	19.0	28	1385	2429	819	331	959	342	597	488	124	299	729	338	481	391	92	165	319	188	422	298
8.30 - 9.00				A	22.2	33	1618	2368	790	291	936	341	592	490	113	277	722	333	485	403	78	154	301	180	409	274
M*A*S*H	15	203	200	A	21.9	32	1597	1951	723	305	802	308	484	414	121	238	677	316	420	343	123	199	291	147	181	126
TUE. 9.00P 30 CBS CS		99	98	B	21.7	32	1582	1870	729	275	804	284	465	411	123	260	669	290	426	357	104	192	227	111	170	119
MAUDE	2		180	A	15.6	22	1137	1813	728	260	785	239	370	394	154^	290	522	212	305	254	103^	179^	236	135^	270	210
2 MON. 9.00P 30 CBS CS			98	B	16.9	24	1232	1747	688	269	765	271	412	394	121	252	510	180	278	236	75	181	212	116	260	206
MIDEAST SPECIAL-NBC(S)			214	A	8.2	28	598	1731	852	327^	942	395	532	414	185^	315^	642	206^	358^	324^	88v	176^	137^	47v	10v	LT
2 WED. 11.30P 30 NBC N			99																							
MIDNIGHT SPECIAL	14	193	193	A	4.0	26	292	1575	576	263^	668	415	549	339^	58v	119^	542	394^	449	304^	LT	LT	273^	126^	92v	42v
1 FRI. 1.00A 90 NBC PC		98	98	B	3.5	25	255	1413	591	228	634	355	476	316	59	122	516	347	437	260	24	48	204	98	59	52
2 FRI. 1.30A 60																										
1.00 - 1.30				A	5.5	29	401	1486	424^	165^	534^	350^	394^	209^	64v	140v	437^	250^	315^	196^	LT	55v	340^	107v	175^	50v
1.30 - 2.00				A	4.1	26	299	1692	625	287^	709	406	559	388^	54v	150^	618	450	538	374^	LT	LT	278^	156^	87v	43v
2.00 - 2.30				A	3.2	26	233	1519	627	322^	721	484^	665	381^	56v	56v	555	447^	460^	322^	LT	LT	209^	107v	34v	34v
MOVIE OF THE WEEK-TUE.(S)		198		A	13.8	23	1006	1855	758	264	836	315	528	457	103^	233	642	219^	377	408	91^	189^	181^	101^	196^	116^
1 TUE. 9.30P 90 NBC FF		99																								
9.30 - 10.00				A	13.6	21	991	2000	786	294	892	328	514	414	128^	310	680	264	420	412	108^	208^	198^	104^	230^	146^
10.00 - 10.30				A	14.1	24	1028	1854	745	252	810	304	532	469	92^	202^	662	233	402	424	86^	177^	192^	101^	190^	111^
10.30 - 11.00				A	13.7	24	999	1714	749	251	812	312	545	483	94^	190^	580	156^	307	383	84^	185^	153^	95^	169^	90^
NBC LATE NIGHT MOVIE	14	115	120	A	5.3	16	386	1769	650	254^	848	372	618	414	58v	211^	827	460	690	497	57v	104^	94^	48v	LT	LT
SUN. 11.30P 60 NBC FF		73	73	B	4.4	17	321	1528	678	242	741	293	483	416	82	169	712	339	531	425	70	113	62	34	LT	LT
11.30 - 12.00				A	5.3	14	386	1741	656	241^	794	317	536	418	54v	216^	811	404	653	514	83^	130^	136^	67v	LT	LT
12.00 - 12.30				A	5.3	18	386	1785	642	256^	894	418	689	409	59v	205^	840	510	721	480	30v	78v	51v	31v	LT	LT
NBC MONDAY NIGHT MOVIES	15	202		A	20.4	34	1487	2101	885	278	1004	374	567	549	141^	292	743	317	483	409	112^	210	226	127^	128^	71^
1 MON. 9.00P 120 NBC FF		99		B	22.3	35	1626	1792	811	303	910	354	575	494	120	251	575	233	368	321	95	166	178	94	129	89
9.00 - 9.30				A	19.6	31	1429	2195	871	259	955	283	472	576	147^	307	746	283	472	439	108^	217	334	220	160^	111^
9.30 - 10.00				A	20.1	32	1465	1992	862	265	948	283	484	573	144^	301	703	281	426	389	107^	217	220	132^	121^	61^
10.00 - 10.30				A	21.2	36	1545	2119	904	282	1045	441	629	534	140^	284	771	358	525	402	117^	206	187	83^	116^	59^
10.30 - 11.00				A	20.5	35	1494	2113	904	299	1071	481	676	516	142^	281	759	344	507	412	121^	208	172	79^	111^	52^
NBC NEWS UPDATE-M-F	68	180	186	A	15.3	24	1115	1964	742	267	831	261	432	407	139	306	706	232	376	361	146	270	155	69	272	166
1 MTHF 8.58P 1 NBC N		93	95	B	16.4	26	1196	1940	722	236	803	254	429	391	132	301	652	217	359	335	119	239	177	80	308	203
1 TUE. 8.55P 1																										
1 WED. 8.57P 2																										
2 MON. 10.03P 1																										
2 TUE. 9.00P 1																										
2 W & TH 8.58P 1																										
2 FRI. 8.57P 1																										
NBC NEWS UPDATE-SAT.	14	190	192	A	14.5	26	1057	2076	732	259	816	220	384	351	151	361	712	245	349	309	139	311	245	96^	303	180
SAT. 8.58P 1 NBC N		93	95	B	17.1	30	1247	2060	709	246	785	261	430	391	147	283	730	244	398	375	148	268	175	79	370	249
NBC NEWS UPDATE-SUN.	14	192	194	A	17.7	25	1290	2126	754	301	836	245	464	449	132	300	750	319	478	398	121	214	232	77^	308	178
1 SUN. 8.58P 1 NBC N		95	95	B	18.5	27	1349	2181	728	256	810	312	502	436	111	238	720	317	476	416	94	181	226	107	425	272
2 SUN. 9.28P 1																										
NBC NIGHTLY NEWS-SAT.	13	132	149	A	8.0	16	583	1564	627	178^	683	115^	189^	230	122^	410	774	187^	298	318	112^	386	56^	15v	51v	29v
SAT. 6.30P 30 NBC N		80	83	B	8.3	17	605	1673	743	194	798	134	276	295	134	443	664	167	273	271	126	330	96	59	115	85
NBC NIGHTLY NEWS-SUN.	8	143	145	A	8.6	14	627	1604	616	242	735	126^	220	226	125^	446	729	166^	302	325	116^	368	43v	LT	97^	86^
SUN. 6.30P 30 NBC N		78	75	B	7.3	13	532	1740	715	215	785	141	241	261	131	470	736	160	306	289	165	381	63	14	156	99
NBC NIGHTLY NEWS CONT'D	69	204	207	A	13.7	24	999	1733	745	177	792	168	290	286	127	442	709	189	295	267	132	359	82	42^	150	90

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FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # / DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
NBC NIGHTLY NEWS-CONT'D																										
1 M-F 6.30P 30 NBC N		99	99	B	13.0	25	948	1666	753	199	808	177	325	320	140	415	650	160	273	257	140	325	72	37	136	83
2 TU-F 6.30P 30																										
NBC REPORTS(S)			205	A	14.4	22	1050	1692	813	290	895	283	462	455	123^	340	702	220^	365	395	123^	262	33v	9v	62^	47v
2 TUE. 8.00P 180 NBC DO			99																							
8.00 - 8.30				A	15.9	23	1159	1710	820	273	884	227	415	437	134^	380	699	236	335	344	130^	299	57^	28v	70^	34v
8.30 - 9.00				A	16.7	24	1217	1739	824	339	918	280	499	510	108^	323	715	240	396	417	108^	244	46v	16v	60^	29v
9.00 - 9.30				A	13.8	20	1006	1691	840	312	917	300	481	490	120^	350	700	192^	360	409	113^	254	24v	LT	50v	33v
9.30 - 10.00				A	15.0	22	1094	1663	841	280	912	300	479	471	128^	334	679	193^	333	373	116^	264	16v	LT	56^	56^
10.00 - 10.30				A	13.3	21	970	1643	755	273	855	303	436	378	138^	329	733	230^	389	426	146^	263	5v	LT	50v	50v
10.30 - 11.00				A	11.5	20	838	1700	798	260^	884	301	463	425	117^	321	699	221^	377	395	144^	265^	31v	LT	86^	86^
NBC SATURDAY NIGHT MOVIES	15	182	205	A	12.5	23	911	1999	798	220	870	240	392	368	172	378	702	250	378	384	124^	238	198	102^	229	169
SAT. 9.00P 120 NBC FF		92	99	B	17.7	32	1290	1898	745	251	805	275	473	439	134	256	731	247	437	431	139	226	152	65	210	148
9.00 - 9.30				A	12.0	21	875	1970	824	238	898	228	366	349	177	433	658	234	349	347	130^	238	190	103^	224	153
9.30 - 10.00				A	12.7	23	926	2028	802	220	874	243	387	365	182	383	687	233	354	367	131	245	216	118^	251	178
10.00 - 10.30				A	13.0	24	948	2008	779	212	847	245	397	368	169	353	723	259	395	408	120^	235	198	93^	240	186
10.30 - 11.00				A	12.3	23	897	1967	777	205	844	234	405	383	158	343	724	266	399	403	114^	232	197	97^	202	161
NEW YEAR'S EVE-LOMBARDO(S)		177		A	13.1	36	955	2099	841	240^	981	265	475	466	262	428	762	175^	343	406	193^	314	163^	63^	193^	149^
1 SAT. 11.30P 90 CBS PS		97																								
11.30 - 12.00				A	15.0	36	1094	2061	835	209^	938	179^	400	437	259	445	749	174^	353	400	185^	301	142^	23v	232	175^
12.00 - 12.30				A	13.9	37	1013	2289	824	196^	970	284	481	448	270	414	817	178^	380	456	210^	325	205^	99^	297	233
12.30 - 1.00				A	10.3	35	751	1924	885	351	1069	367	579	539	250^	425	715	175^	285^	352	179^	323	140^	74v	LT	LT
NEW YEAR'S ROCKIN EVE '78(S)		187		A	14.1	36	1028	2127	744	219^	764	308	551	472	81^	171^	583	166^	379	377	121^	176^	457	226^	323	253
1 SAT. 11.30P 60 ABC PC		97																								
11.30 - 12.00				A	14.6	35	1064	2152	793	241	803	321	592	495	84^	183^	606	167^	378	383	121^	189^	474	267	269	215^
12.00 - 12.30				A	13.6	37	991	2090	689	193^	719	295	508	447	82^	155^	554	165^	378	372	117^	157^	435	178^	382	294
NEWSBREAK-M-F	75	171	169	A	15.7	24	1145	1960	708	247	803	266	405	371	123	321	673	247	384	361	106	222	187	85	297	201
1 MTUTH 8.58P 1 CBS N		90	90	B	15.5	24	1130	1988	724	254	801	290	447	388	129	288	598	232	357	310	93	191	192	90	397	256
1 WED. 8.57P 2																										
1 FRI. 8.57P 1																										
2 MWF 8.58P 1																										
2 TU&TH 8.57P 1																										
NEWSBREAK-SAT.	15	159	172	A	13.5	24	984	1884	754	242	812	205	331	321	184	409	593	198	309	285	141	237	157	65^	322	231
SAT. 8.58P 1 CBS N		90	91	B	15.0	26	1094	1900	771	253	844	266	422	365	155	357	566	192	308	279	85	201	152	82	338	214
NEWSBREAK-SUN.	15	179	175	A	20.7	30	1509	2121	778	309	886	303	483	417	136	331	730	244	390	369	129	261	264	179	241	214
1 SUN. 9.47P 1 CBS N		95	95	B	21.9	32	1597	1934	763	296	865	296	472	412	135	315	681	238	368	328	118	250	201	124	187	141
2 SUN. 8.57P 1																										
ON OUR OWN	10		193	A	20.1	27	1465	2116	731	349	861	336	480	421	138^	303	652	265	333	345	159^	237	324	259	279	247
2 SUN. 8.30P 30 CBS CS			99	B	22.2	32	1618	1941	761	314	866	293	468	405	128	317	673	229	359	322	122	254	212	146	190	139
ONE DAY AT A TIME	13	203	196	A	23.7	36	1728	1916	759	329	831	308	511	464	105	243	635	228	351	320	107	205	290	154	160	118
TUE. 9.30P 30 CBS CS		99	97	B	21.9	33	1597	1857	726	274	808	303	498	425	111	236	592	240	370	316	83	172	277	138	180	126
OPERATION PETTICOAT	13		192	A	18.2	30	1327	2180	625	186	695	307	440	415	106^	178	715	366	490	399	96^	144^	313	164^	457	361
2 SAT. 8.30P 30 ABC CS			99	B	15.8	28	1152	2107	640	215	698	272	449	392	80	182	687	276	448	386	101	177	291	150	431	322
ORANGE BOWL PARADE(S)		181		A	11.9	23	868	2075	757	261^	911	154^	280	263^	254^	548	749	187^	290	241^	147^	411	208^	104^	207^	116^
1 SAT. 8.00P 60 NBC AC		91																								
8.00 - 8.30				A	11.8	23	860	2080	750	246^	896	149^	270^	253^	248^	543	751	181^	289	241^	139^	416	215^	111^	218^	131^
8.30 - 9.00				A	11.9	23	868	2075	768	275	928	156^	288	276	255^	554	747	195^	291	239^	155^	406	201^	98^	199^	103^
ORANGE BOWL GAME(S)			218	A	27.7	41	2019	1823	597	182	653	212	396	366	120	206	944	288	554	517	184	312	128	42^	98^	82^
2 MON. 8.15P 207 NBC SE			99																							
8.30 - 9.00				A	28.6	40	2085	1976	702	206	759	225	447	427	114	253	990	308	589	524	180	332	111^	44^	116	96^
9.00 - 9.30				A	27.9	39	2034	1922	604	218	665	240	453	414	100^	173	992	315	600	565	181	306	139	49^	126	113^
9.30 - 10.00				A	26.1	37	1903	1852	578	188	635	213	409	376	113^	180	998	302	604	567	189	307	110^	38^	109^	96^
10.00 - 10.30				A	25.8	37	1881	1772	590	166	633	216	367	354	135	204	923	266	525	498	205	322	117^	27v	99^	72^
10.30 - 11.00				A	27.4	40	1997	1710	532	143	583	200	337	307	127	190	918	267	518	498	204	311	122	21v	87^	64^
11.00 - 11.30				A	29.0	48	2114	1693	551	184	616	196	381	330	119	193	875	262	504	491	173	296	155	58^	47^	42^

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PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																																
PINE CANYON IS BURNING(S)	1	TUE.	8.00P	90	NBC	FF		192 / 98		A	13.6	21	991	2076	778	281	878	280	452	393	158^	359	646	198^	322	328	120^	274	185^	65^	367	220^
			8.00 - 8.30							A	11.9	19	868	2136	838	272	937	256^	442	382	169^	414	654	148^	276	293	145^	329	174^	67v	371	217^
			8.30 - 9.00							A	14.1	22	1028	2126	772	292	874	291	472	423	142^	338	611	168^	292	304	110^	270	221^	75^	420	250
			9.00 - 9.30							A	14.7	22	1072	1986	735	279	836	290	443	372	160^	335	676	267	392	385	106^	231	161^	54v	313	194^
POLICE STORY-MON	2	MON.	11.30P	66	ABC	OP	1		167 / 96	A	8.8	27	642	1257	591	163^	628	213^	281^	314^	71v	242^	404	175^	219^	187^	141^	141^	198^	53v	27v	LT
										B	8.8	27	642	1257	591	163	628	213	281	314	71	242	404	175	219	187	141	141	198	53	27	LT
			11.30 - 12.00							A	9.2	24	671	1279	581	160^	652	251^	331^	324^	62v	235^	410	177^	235^	207^	130^	130^	193^	71v	24v	LT
			12.00 - 12.30							A	8.7	31	634	1265	621	175^	621	198^	249^	319^	80v	240^	382	173^	196^	156^	149^	149^	227^	42v	35v	LT
POLICE STORY-WED	2	WED.	12.00M	62	ABC	OP	1		171 / 95	A	6.5	31	474	1234	480^	87v	549	145^	287^	286^	47v	193^	526	431^	477^	167^	49v	49v	94v	44v	65v	65v
										B	6.5	31	474	1234	480	87	549	145	287	286	47	193	526	431	477	167	49	49	94	44	65	65
			12.00 - 12.30							A	6.2	28	452	1179	482^	53v	535	106v	263^	280^	45v	202^	487^	423^	423^	106v	64v	64v	75v	29v	82v	82v
			12.30 - 1.00							A	6.9	35	503	1280	466^	117v	549	176^	306^	286^	46v	179^	563	442^	527	214^	36v	36v	115v	59v	53v	53v
POLICE STORY	1	THU.	11.30P	63	ABC	OP	13	170 / 96		A	8.8	29	642	1363	565	95^	565	282^	380	278^	70v	166^	409	277^	380	214^	18v	18v	200^	103^	189^	170^
										B	7.1	26	518	1405	629	189	673	262	437	374	82	186	585	264	406	334	72	118	88	29	59	54
			11.30 - 12.00							A	9.9	30	722	1569	678	107^	678	311^	444	324^	82v	198^	428	265^	373	237^	36v	36v	217^	118^	246^	210^
			12.00 - 12.30							A	8.0	28	583	1105	422	79v	422	245^	301^	222^	50v	121^	384^	290^	384^	179^	LT	LT	182^	86v	117^	117^
POLICE WOMAN		WED.	10.00P	60	NBC	OP	3	196 / 99	194 / 99	A	15.1	25	1101	1643	754	196	782	187	370	397	173	324	702	212	339	318	158	298	117	63^	42^	21v
										B	16.9	28	1232	1698	732	240	787	252	440	408	143	272	703	226	392	363	131	251	137	68	71	52
			10.00 - 10.30							A	15.0	24	1094	1648	754	203	782	191	375	404	171	314	712	226	358	327	156	288	110	57^	44^	23v
			10.30 - 11.00							A	15.2	26	1108	1633	752	187	782	184	364	388	175	335	691	200	319	309	160	307	118	66^	42^	21v
QUINCY, M.E.		FRI.	10.00P	60	NBC	OP	14	207 / 99	207 / 99	A	19.6	33	1429	1759	819	258	872	276	512	459	132	279	604	174	312	341	104	210	145	85	138	100
										B	18.2	32	1327	1715	778	270	841	271	484	468	132	270	638	197	353	349	119	225	118	62	118	87
			10.00 - 10.30							A	19.5	32	1422	1759	816	253	869	269	507	450	135	285	597	171	305	329	106	215	146	85	147	98
			10.30 - 11.00							A	19.8	34	1443	1743	818	261	872	281	514	465	127	274	605	173	316	352	98	202	139	84	127	97
REDD FOXX SHOW		THU.	10.00P	60	ABC	CV	14	180 / 89	188 / 99	A	11.9	20	868	2119	656	286	686	244	477	436	81^	146	845	411	623	475	74^	156	355	60^	233	182
										B	15.4	27	1123	1815	657	259	706	274	483	414	92	165	715	330	494	389	85	161	242	93	152	125
			10.00 - 10.30							A	12.8	21	933	2183	676	284	709	262	502	450	85^	148	832	404	607	468	76^	166	381	62^	261	194
			10.30 - 11.00							A	10.9	19	795	2052	638	293	665	226	455	423	78^	146^	868	420	648	489	65^	146^	323	54^	196	170
RHODA	2	SUN.	8.00P	30	CBS	CS	10		189 / 99	A	21.7	30	1582	2066	709	339	826	318	448	411	134^	299	670	273	393	345	126^	213	290	234	280	233
										B	21.9	33	1597	1897	767	326	884	321	499	415	131	313	664	246	374	321	112	237	179	118	170	117
ROCKFORD FILES		FRI.	9.00P	60	NBC	PD	14	207 / 99	210 / 99	A	18.9	31	1378	1811	805	290	868	270	484	452	131	312	603	185	310	316	105	222	150	98	190	128
										B	17.6	30	1283	1789	755	254	821	229	415	411	147	324	633	177	322	321	121	248	142	76	193	125
			9.00 - 9.30							A	18.0	30	1312	1844	830	299	893	277	495	460	132	328	605	187	306	305	110	230	149	96	197	129
			9.30 - 10.00							A	19.8	32	1443	1777	786	283	846	265	473	446	128	297	598	183	311	322	103	218	150	98	183	129
SATURDAY NIGHT	1	SAT.	11.30P	85	NBC	GV	9	186 / 96		A	5.9	16	430	1926	578	277^	680	362^	458^	323^	73v	193^	787	479^	549	322^	79v	196^	303^	199^	156^	127v
										B	8.5	28	620	1738	538	251	633	372	489	343	50	92	749	455	610	431	55	104	280	141	76	66
			11.30 - 12.00							A	6.8	16	496	2016	663	276^	760	392^	476	307^	84v	249^	776	393^	469^	345^	69v	230^	275^	121v	205^	173^
			12.00 - 12.30							A	5.5	15	401	1803	538^	281^	647	327^	446^	352^	63v	156^	775	505^	564^	308^	78v	182^	255^	177^	126v	97v
			12.30 - 1.00							A	5.3	18	386	1946	489^	266^	595^	352^	440^	312^	77v	155v	820	592^	662	298^	101v	158^	417^	353^	114v	83v
SIX MILLION DOLLAR MAN		SUN.	8.00P	60	ABC	A	14	192 / 99	196 / 98	A	20.4	29	1487	2118	662	218	760	383	555	428	104	159	593	248	364	339	81	159	306	130	459	307
										B	20.8	32	1516	2264	666	257	743	335	521	424	88	170	682	299	473	407	95	150	301	116	538	378
			8.00 - 8.30							A	18.9	27	1378	2057	648	224	761	387	561	426	102	158	572	249	365	333	74^	146	284	122	440	283
			8.30 - 9.00							A	21.8	31	1589	2171	679	213	762	380	547	427	105	163	610	249	364	348	84	165	320	135	479	329
60 MINUTES(S)	1	MON.	9.00P	60	CBS	DN		189 / 99		A	17.4	28	1268	1838	744	148^	799	240	404	401	132^	305	880	305	470	446	124^	333	84^	56^	75^	60^
			9.00 - 9.30							A	17.7	28	1290	1884	752	133^	806	234	399	388	134^	316	885	307	463	432	126^	350	88^	57^	105^	86^
			9.30 - 10.00							A	17.2	28	1254	1772	734	161^	789	246	406	411	130^	293	868	305	475	455	123^	312	71^	50^	44v	33v
60 MINUTES	1	SUN.	8.49P	60	CBS	DN	17	201 / 99	204 / 99	A	28.2	41	2056	1921	771	301	864	271	436	403	137	346	835	286	466	430	139	294	132	70	90	71
	2	SUN.	7.00P	60						B	24.3	39	1771	1836	757	307	841	259	428	397	134	336	798	258	435	411	136	288	111	50	86	62
			7.00 - 7.30							A	27.7	41	2019	1823	748	337	864	241	412	403	144	359	812	274	429	406	162	307	117	64^	30^	18v
			7.30 - 8.00							A	28.4	40	2070	1884	774	356	893	279	460	458	139	337	825	282	446	435	151	298	127	70^	39^	24v
			9.00 - 9.30							A	29.5	44	2151	1992	794	263	861	289	440	380	136	349	857	303	495	438	124	289	137	72^	137	125

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
SOAP	14	174	174	A	22.2	34	1618	2333	720	328	845	418	649	492	96	143	794	416	609	434	93	138	415	236	279	207
TUE. 9.30P 30 ABC CS		97	97	B	22.0	34	1604	1912	741	299	840	423	627	478	77	167	631	326	476	373	69	117	268	136	173	131
STARSKY AND HUTCH	13	166	196	A	17.9	32	1305	2383	662	210	724	364	553	433	60^	131	679	312	475	415	83^	147	451	227	529	428
SAT. 9.00P 60 ABC OP		92	99	B	18.8	33	1371	2192	680	258	767	361	550	447	71	154	635	278	460	388	79	131	354	174	436	330
9.00 - 9.30				A	16.8	30	1225	2429	678	224	741	376	573	444	58^	129	677	308	469	415	80^	148	467	241	544	446
9.30 - 10.00				A	19.0	35	1385	2331	642	194	704	352	536	424	61^	131	673	310	473	415	84^	144	439	213	515	410
STARSKY AND HUTCH-11.30	13	168		A	9.2	30	671	2136	669	157^	752	301^	496	366	94^	211^	401	139^	286^	284^	60v	60v	618	357	365	288^
1 WED. 11.30P 62 ABC OP		96		B	7.3	27	532	1487	647	185	714	276	485	407	56	167	543	220	353	320	76	128	171	87	59	41
11.30 - 12.00				A	9.7	29	707	2050	721	200^	814	308^	507	427	90^	219^	388	121^	263^	287^	70v	70v	539	318^	309^	274^
12.00 - 12.30				A	9.0	33	656	2218	613	119^	683	299^	481	297^	102^	202^	413	155^	306^	280^	51v	51v	706	398	416	303^
STARSKY AND HUTCH-11:30	1		175	A	7.0	27	510	1445	486	215^	588	237^	402^	332^	42v	146^	585	304^	367^	266^	63v	128^	272^	139^	LT	LT
2 THU. 11.30P 66 ABC OP			98	B	7.0	27	510	1445	486	215	588	237	402	332	42	146	585	304	367	266	63	128	272	139	LT	LT
11.30 - 12.00				A	7.2	24	525	1415	473	177^	564	232^	392^	342^	20v	127^	605	298^	348^	256^	70v	157^	242^	111v	LT	LT
12.00 - 12.30				A	7.0	29	510	1486	502	249^	614	234^	406^	332^	64v	163^	567	307^	379^	268^	57v	106v	305^	162^	LT	LT
STREETS OF SAN FRANCISCO(S)		167		A	7.2	24	525	1815	762	304^	791	245^	534	434^	148^	257^	715	350^	497	330^	76v	151^	110v	26v	199^	185^
1 MON. 11.30P 68 ABC OP		96																								
11.30 - 12.00				A	7.3	21	532	1947	768	316^	810	245^	518	394^	165^	292^	777	396^	530	357^	79v	161^	117^	26v	243^	216^
12.00 - 12.30				A	7.2	27	525	1798	780	307^	804	252^	575	489	130^	229^	685	336^	492	309^	74v	144^	103v	22v	206^	206^
SWITCH	4	190	185	A	15.7	25	1145	1679	659	234	720	282	453	381	105^	217	695	277	388	364	89^	220	224	120	40^	13v
MON. 10.00P 60 CBS PD		99	99	B	16.5	26	1203	1665	694	234	768	300	495	415	116	218	660	257	390	345	103	210	178	80	59	29
10.00 - 10.30				A	15.4	24	1123	1694	672	216	739	302	468	393	105^	222	706	291	391	369	88^	220	207	124	42^	11v
10.30 - 11.00				A	15.9	26	1159	1670	649	251	707	263	443	374	103^	212	683	264	384	362	87^	217	242	117	38^	13v
SZYSZNYK	3		186	A	15.6	23	1137	1874	634	309	759	288	412	381	118^	253	561	233	324	268	122^	199^	197^	87^	357	303

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS TOTAL	TEENS FEM.	CHILDREN TOTAL	CHILDREN 6-11
2 WED. 8.30P 30 CBS CS			97	B	14.6	22	1064	1907	641	279	738	286	396	347	110	252	602	221	355	280	113	202	199	83	368	263
TABITHA	6	159	184	A	15.8	30	1152	2369	648	201	687	315	476	369	83^	166	661	357	502	381	53^	105	439	242	582	461
1 SAT. 8.00P 60 ABC CS		93	97	B	15.5	28	1130	2239	650	202	703	297	461	367	97	191	633	289	430	342	83	150	330	180	573	434
2 SAT. 8.00P 30																										
8.00 - 8.30				A	15.4	28	1123	2297	646	192	691	307	461	370	101^	172	669	361	492	375	66^	117	384	210	553	434
8.30 - 9.00				A	16.6	33	1210	2507	649	216	680	331	504	368	48v	151^	645	354	517	394	23v	83^	546	301	636	513
THAT THING ON ABC(S)			193	A	22.3	34	1626	2030	642	303	704	308	548	428	71^	128^	631	292	436	355	111^	158	336	151	359	257
2 WED. 8.00P 60 ABC CV			99																							
8.00 - 8.30				A	22.2	34	1618	2043	635	317	702	312	543	423	67^	124^	629	294	433	356	116^	165	324	152	388	273
8.30 - 9.00				A	22.3	33	1626	2019	652	290	709	305	555	436	73^	130^	632	289	439	355	105^	151	347	148	331	244
THREE'S COMPANY	14	188	189	A	27.3	40	1990	2350	767	307	867	378	611	505	87	200	643	277	448	360	80	145	370	219	470	329
TUE. 9.00P 30 ABC CS		98	98	B	27.2	41	1983	2110	744	291	844	398	618	474	81	176	576	268	422	348	55	110	328	174	362	274
THURSDAY NIGHT SPECIAL	13	161		A	2.9	17	211	1171	577^	294^	583^	336^	350^	99v	139v	233v	455^	341^	451^	201v	LT	LT	43v	LT	90v	90v
1 THU. 12.33A 59 ABC FV		94		B	3.6	23	262	1240	529	183	595	258	374	319	81	160	561	289	447	330	57	79	53	LT	31	31
12.30 - 1.00				A	3.4	17	248	1246	593^	246^	593^	347^	371^	125v	130v	222v	407^	297^	407^	218v	LT	LT	77v	32v	169v	169v
1.00 - 1.30				A	2.6	18	190	995^	537^	326^	537^	311v	311v	64v	131v	226v	458^	353^	458^	158v	LT	LT	LT	LT	LT	LT
TOMA	1		166	A	4.4	27	321	1523	486^	293^	629^	280^	423^	242^	104v	206^	633^	352^	446^	343^	83v	121v	261^	171v	LT	LT
2 THU. 12.36A 42 ABC OP			96	B	4.4	27	321	1523	486	293	629	280	423	242	104	206	633	352	446	343	83	121	261	171	LT	LT
12.30 - 1.00				A	4.6	26	335	1513	507^	283^	641^	286^	445^	276^	86v	196^	618^	316^	411^	310^	92v	131v	254^	155v	LT	LT
TOMORROW SHOW	56	173	173	A	2.7	21	197	1426	574	193^	665	254^	346	340	82^	193^	665	375	502	371	51v	117^	81^	LT	LT	LT
1 M-TH 1.00A 45 NBC CC		97	97	B	2.6	21	190	1306	632	166	671	219	333	322	110	250	573	281	385	281	47	146	57	31	LT	LT
2 MON. 1.42A 45																										
2 TU&TH 1.00A 45																										
2 WED. 1.30A 45																										
1.00 - 1.30				A	3.0	20	219	1438	598	178^	716	292	388	378	83^	201^	611	315	456	342	63v	109^	97^	32v	LT	LT
1.30 - 2.00				A	2.3	22	168	1857	929^	542^	929^	465^	571^	256v	102v	245v	928^	726^	791^	715^	LT	137v	LT	LT	LT	LT
2.00 - 2.30				A	2.0	26	146	932^	96v	LT	96v	LT	96v	96v	LT	LT	836^	494^	494^	192v	LT	342v	LT	LT	LT	LT
TONIGHT SHOW	70	212	212	A	8.6	32	627	1585	731	226	799	333	505	422	95	230	589	241	388	344	67^	157	164	88^	33^	25^
1 M & F 11.30P 75 NBC GV		99	99	B	8.4	31	612	1514	742	240	798	294	472	416	117	244	599	240	365	310	91	189	93	43	24	15
CONT'D																										

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
TONIGHT SHOW-CONT'D																										
1 TUE. 11.30P 78																										
1 WED. 11.30P 76																										
1 THU. 11.30P 77																										
2 MON. 12.12A 75																										
2 TUE. 11.30P 81																										
2 WED. 12.00M 75																										
2 THU. 11.30P 76																										
2 FRI. 12.00M 79																										
11.30 - 12.00				A	11.6	35	846	1643	736	235	800	333	519	427	100	227	624	240	402	364	78	171	193	96	26^	26^
12.00 - 12.30				A	8.7	32	634	1566	723	229	786	321	484	418	94	232	571	227	382	330	58^	153	173	90^	36^	31^
12.30 - 1.00				A	6.5	30	474	1563	787	177^	857	339	517	422	109^	260	556	264	362	337	64^	139^	94^	63^	56v	17v
1.00 - 1.30				A	4.2	25	306	1484	581^	212^	728^	271^	532^	421^	LT	160v	573^	305^	305^	268^	120v	196v	124v	124v	59v	LT
TONY RANDALL SHOW	13	163	194	A	16.4	30	1196	1741	732	275	806	221	371	360	160	366	564	192	316	273	115	221	136	53^	235	177
SAT. 9.30P 30 CBS CS		96	99	B	15.7	28	1145	1796	755	269	829	267	429	370	151	339	558	181	303	291	83	199	163	80	246	179
TUESDAY MOVIE OF THE WEEK	13	168	170	A	6.6	27	481	1615	658	179^	685	318	481	343	108^	179^	728	320	497	415	87^	127^	102^	78^	100^	100^
1 TUE. 11.30P 95 ABC FF		97	96	B	5.7	24	416	1380	646	158	692	298	465	360	65	179	583	224	399	361	73	122	77	41	28	27
2 TUE. 12.00M 62																										
11.30 - 12.00				A	8.2	24	598	1587	788	162^	788	360^	549	417	137^	195^	626	280^	368^	348^	74v	112^	81v	58v	92v	92v
12.00 - 12.30				A	6.5	26	474	1605	619	171^	663	307	453	316	100^	193^	734	371	523	411	82^	127^	111^	79^	97^	97^
12.30 - 1.00				A	6.0	29	437	1634	607	192^	634	304	457	315	99^	156^	781	294	546	451	101^	142^	113^	89^	106^	106^
WALTONS, THE	14	202	200	A	19.9	31	1451	1944	815	246	942	293	427	422	151	421	560	148	241	272	95	259	122	67^	320	200
THU. 8.00P 60 CBS GD		99	99	B	20.0	32	1458	1920	834	243	922	275	419	379	163	428	549	182	278	252	92	236	127	79	322	190
8.00 - 8.30				A	19.2	30	1400	1946	822	253	944	288	420	415	155	430	570	150	239	265	95	268	115	61^	317	196
8.30 - 9.00				A	20.5	32	1494	1943	814	241	946	299	435	429	150	418	552	146	241	280	92	249	123	69^	322	202
WED. MYSTERY OF THE WEEK	13	160		A	4.4	25	321	1648	412^	22v	412^	72v	219^	147v	21v	193^	305^	132v	165v	162v	LT	LT	422^	230^	509^	237^
1 WED. 12.32A 60 ABC SM		94		B	3.5	23	255	1198	488	105	547	198	349	322	42	136	454	221	306	255	47	90	120	66	77	39
12.30 - 1.00				A	4.7	23	343	1630	450^	41v	450^	92v	266^	174v	47v	184^	411^	119v	189^	269^	23v	23v	349^	212^	420^	208^
1.00 - 1.30				A	4.3	27	313	1629	365^	LT	365^	49v	166v	117v	LT	199^	195^	134v	134v	61v	LT	LT	494^	248^	575^	249^
WEEKEND(S)			187	A	5.5	17	401	1594	572^	255^	689	385^	493^	384^	35v	139v	779	385^	655	591	57v	102v	85v	16v	41v	17v
2 SAT. 11.30P 90 NBC DN			95																							
11.30 - 12.00				A	6.8	18	496	1655	520	176^	584	258^	341^	319^	60v	167^	839	398^	675	584	74v	136^	160^	42v	72v	43v
12.00 - 12.30				A	5.6	17	408	1537	583	292^	723	443^	578	424^	LT	100v	724	351^	589	556^	63v	103v	58v	LT	32v	LT
12.30 - 1.00				A	4.1	15	299	1572	625^	335^	809	521^	625^	427^	44v	144v	763^	415^	719^	655^	21v	44v	LT	LT	LT	LT
WELCOME BACK,KOTTER	15	199	202	A	21.2	33	1545	2093	614	247	684	282	460	402	78^	155	559	236	364	283	100	157	357	183	493	362
THU. 8.00P 30 ABC CS		98	99	B	20.6	34	1502	2042	640	256	735	325	517	410	70	157	528	251	365	290	65	118	336	180	443	324
WE'VE GOT EACH OTHER	11	163	184	A	13.4	24	977	1921	772	240	820	200	342	333	192	422	632	221	340	299	150	246	137	58^	332	242
SAT. 8.30P 30 CBS CS		93	96	B	14.1	25	1028	1843	789	265	859	242	413	374	170	380	610	212	335	300	100	218	137	74	237	151
WHAT'S HAPPENING	14	193	196	A	21.4	33	1560	2170	661	282	738	317	525	436	82	156	523	208	332	277	89	144	376	202	533	384
THU. 8.30P 30 ABC CS		99	99	B	20.3	32	1480	2053	639	267	729	323	526	423	70	146	524	234	353	284	63	117	341	185	459	334
WONDER WOMAN	13	173	188	A	17.9	30	1305	2293	692	194	743	323	495	376	122	216	656	292	436	360	88^	154	273	120	621	410
FRI. 8.00P 60 CBS SF		90	96	B	14.9	26	1086	2208	677	240	747	332	486	384	117	228	607	251	393	351	84	155	212	84	642	408
8.00 - 8.30				A	16.6	28	1210	2295	689	188	739	326	494	364	122	216	647	292	427	351	87^	158	255	99	654	438
8.30 - 9.00				A	19.2	32	1400	2286	690	199	743	320	496	384	119	213	663	293	444	368	87	148	288	138	592	388
WONDERFUL WORLD OF DISNEY	14	202	211	A	15.3	23	1115	2248	648	323	755	274	440	375	115	252	742	313	468	432	110	218	230	102^	521	310
1 SUN. 7.00P 120 NBC FV		99	99	B	17.3	28	1261	2294	695	229	771	300	470	406	113	244	711	296	466	420	101	185	234	104	578	364
2 SUN. 7.00P 60																										
7.00 - 7.30				A	15.1	23	1101	2296	674	322	767	275	429	367	111	267	804	329	494	450	110	234	202	74^	523	309
7.30 - 8.00				A	16.5	24	1203	2228	682	314	762	250	435	383	105	267	719	287	432	406	109	222	219	96^	528	314
8.00 - 8.30				A	13.8	20	1006	2179	574	353	721	283	444	375	115^	222^	684	288	436	430	106^	215^	273	136^	501	307
8.30 - 9.00				A	15.2	23	1108	2186	591	313	735	317	464	369	131^	208^	698	346	497	433	118^	182^	251	127^	502	297
•WEEKDAY DAYTIME																										
ALL IN THE FAMILY M-F	36	184	189	A	9.7	29	707	1528	582	138	642	220	327	298	149	246	382	171	197	107	70^	171	251	100	253	177
TU-F 3.30P 30 CBS CS		97	98	B	9.1	29	663	1581	646	103	712	237	373	321	134	277	394	146	192	118	68	185	205	84	270	145

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
ALL MY CHILDREN	69	184	180	A	9.2	28	671	1574	750	256	849	479	633	465	72^	154	271	125	172	124	72^	91	267	222	187	105
M-F 1.00P 60 ABC DD		98	97	B	8.1	30	590	1444	831	184	915	473	669	494	71	171	270	112	163	141	67	93	140	104	119	41
1.00 - 1.30				A	9.5	30	693	1541	741	246	840	467	621	464	78^	154	264	116	165	125	66^	90	253	210	184	104
1.30 - 2.00				A	8.9	27	649	1589	753	263	851	487	641	459	67^	155	277	134	176	128	73^	89^	276	232	185	103
ANOTHER WORLD	67	202	202	A	9.0	25	656	1465	787	155	865	262	474	447	123	313	264	93	126	89	54^	123	193	140	143	79^
M-F 3.00P 60 NBC DD		99	99	B	8.1	27	590	1365	850	145	912	251	479	438	160	353	214	50	89	73	51	112	141	114	98	40
3.00 - 3.30				A	8.6	24	627	1448	795	153	878	268	475	456	119	316	256	93^	124	88^	51^	116	184	132	130	65^
3.30 - 4.00				A	9.3	25	678	1478	787	155	860	259	474	442	127	315	269	93	127	90	56^	127	194	144	155	88
AS THE WORLD TURNS	67	196	201	A	8.9	29	649	1270	812	170	902	244	423	413	169	399	228	55^	90	64^	51^	131	66^	41^	74^	52^
TU-F 1.30P 60 CBS DD		99	99	B	8.5	32	620	1340	875	162	979	281	474	413	168	443	225	39	93	79	44	127	45	33	91	29
1.30 - 2.00				A	8.5	28	620	1265	798	164	881	227	396	387	178	415	228	51^	87^	63^	54^	134	70^	40^	86^	60^
2.00 - 2.30				A	9.4	30	685	1250	809	166	908	255	441	432	162	380	219	58^	91	60^	49^	125	61^	42^	62^	41^
BETTER SEX	67	159	161	A	6.8	25	496	1556	574	175	585	309	392	309	81^	133	339	135	191	164	43^	124	259	158	373	210
1 M-TH 12.00N 30 ABC QP		88	88	B	5.1	22	372	1427	679	125	711	338	484	391	82	162	327	120	193	161	52	117	161	89	228	87
1 FRI. 12.08P 22																										
2 TU-F 12.00N 30																										
CAPTAIN KANGAROO	69	190	188	A	3.1	20	226	1597	362	61v	367	180^	278	234^	66^	85^	212^	97^	124^	115^	35v	62v	84^	36v	934	309
M-F 8.00A 60 CBS C		99	99	B	3.5	22	255	1644	395	75	415	225	316	263	44	84	126	56	75	60	19	42	69	43	1034	292
8.00 - 8.30				A	2.5	17	182	1615	352	66v	352	171^	269^	240^	66v	78v	208^	93^	114^	104^	39v	66v	93^	38v	962	335
8.30 - 9.00				A	3.7	21	270	1530	360	48v	360	179^	271	219	67^	89^	196^	92^	115^	112^	36v	58^	66^	25v	908	289
CBS MID-DAY NEWS-EDWARDS	68	171	177	A	6.0	23	437	1245	729	92^	823	252	435	396	125^	352	189	19v	63^	60^	36^	116^	93^	25v	140	57^
1 M-TH 11.55A 4 CBS N		89	92	B	5.3	25	386	1262	828	121	915	284	475	371	147	405	177	38	65	52	48	107	47	28	123	29
1 FRI. 11.25A 4																										
2 TU-F 11.55A 4																										
CBS MORNING NEWS	70	176	175	A	1.9	18	139	1252	555	94v	590	86v	237^	295^	122^	295^	453	107^	215^	224^	93v	223^	58v	LT	151^	86v
1 M-F 7.30A 30 CBS N		96	96	B	2.1	16	153	1256	603	154	628	141	301	314	109	276	384	96	212	205	64	153	51	LT	193	109
2 M-F 7.15A 45																										
7.30 - 8.00				A	1.9	18	139	1345	568	101v	611	93v	244^	302^	115^	309^	481	114^	236^	230^	94v	238^	73v	LT	180^	100v
CBS NFL PLAYOFF PRE(S)		203		A	17.0	49	1239	1676	408	122^	442	140^	233	259	57^	136^	1028	401	714	620	126^	237	165^	16v	41v	41v
1 MON. 1.30P 30 CBS SC		99																								
CBS NFL PLAYOFF GAME 1(S)		203		A	27.6	66	2012	1917	424	149	448	147	251	224	48^	149	1120	489	771	635	145	251	208	41^	141	107^
1 MON. 2.00P 155 CBS SE		99																								
2.00 - 2.30				A	25.5	67	1859	1981	446	166	464	155	272	245	50^	145	1151	489	789	646	144	261	200	22v	166	124^
2.30 - 3.00				A	27.7	70	2019	2013	432	166	451	161	259	232	52^	147	1184	515	825	672	159	258	234	45^	144	112^
3.00 - 3.30				A	27.2	67	1983	1921	404	127	424	119	213	202	48^	165	1145	488	788	655	169	255	210	41^	142	113^
3.30 - 4.00				A	28.7	67	2092	1837	412	144	441	149	248	223	42^	143	1074	477	731	599	143	242	201	41^	121	90^
4.00 - 4.30				A	28.6	62	2085	1867	432	144	463	153	263	226	48^	149	1069	472	739	616	125	246	197	51^	138	102^
CBS NFL PLAYOFF POST 1(S)		199		A	23.6	50	1720	1870	436	163	467	161	267	232	62^	155	1072	503	732	548	137^	262	197	66^	134^	91^
1 MON. 4.35P 25 CBS SC		99																								
COTTON BOWL GAME(S)			206	A	23.4	45	1706	1902	573	229	620	245	363	313	103^	206	974	360	594	502	173	306	181	52^	127^	104^
2 MON. 2.00P 210 CBS SE			99																							
2.00 - 2.30				A	22.8	53	1662	2043	632	237	703	288	413	327	116^	245	972	353	578	511	130^	302	203	66^	165	143
2.30 - 3.00				A	24.4	51	1779	1984	569	225	621	268	381	321	102^	195	1000	373	605	518	153	304	219	70^	144	121^
3.00 - 3.30				A	26.5	53	1932	1986	573	215	624	256	377	326	81^	179	1032	393	639	537	176	307	209	58^	121^	97^
3.30 - 4.00				A	20.6	39	1502	1880	597	239	637	258	370	322	101^	210	976	352	573	492	190	326	170	40^	97^	73^
4.00 - 4.30				A	22.5	41	1640	1786	596	224	609	209	319	300	125^	234	932	312	534	448	217	336	156	42^	89^	64^
4.30 - 5.00				A	24.9	44	1815	1827	538	219	572	218	329	299	101^	194	958	356	585	486	195	316	181	55^	116^	96^
5.00 - 5.30				A	22.0	37	1604	1792	518	245	583	224	361	290	97^	194	944	374	632	511	156	260	115^	27v	150	137^
COTTON BOWL PARADE(S)			201	A	13.9	32	1013	2186	693	240	798	214^	453	392	107^	321	658	220^	332	306	103^	278	250	103^	480	295
2 MON. 10.00A 90 CBS AC			99																							
10.00 - 10.30				A	11.6	28	846	2126	729	242^	821	187^	446	424	85^	338	612	164^	268^	279	91^	280	215^	92^	478	293
10.30 - 11.00				A	14.5	33	1057	2216	698	216^	804	221	443	375	113^	330	652	231	328	299	84^	268	282	116^	478	285
11.00 - 11.30				A	15.5	34	1130	2213	666	264	777	228	467	385	120^	301	697	252	383	336	131^	283	248	102^	491	305
COTTON BOWL POST(S)			192	A	11.4	19	831	1619	549	209^	583	131^	214^	162^	80^	342	832	257^	437	390	149^	334	85^	36v	119^	111^
2 MON. 5.30P 30 CBS SC			99																							

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FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
														AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WEEKDAY DAYTIME CONT'D																																
DAYS OF OUR LIVES							69	202	208	A	7.4	23	539	1347	798	148	858	272	458	431	135	329	256	71^	109	79^	43^	133	138	99^	95^	52^
	1	M-F	1.30P	60	NBC	DD		98	99	B	6.8	25	496	1273	818	133	901	301	497	423	152	342	244	58	102	84	44	127	71	53	57	26
	2	TU-F	1.30P	60																												
			1.30 - 2.00							A	7.1	23	518	1349	793	141	842	253	427	416	124	334	272	72^	113	80^	46^	147	137	104^	98^	56^
			2.00 - 2.30							A	7.7	24	561	1310	800	144	861	285	479	445	138	317	233	69^	103^	71^	39^	118	130	91^	86^	45^
DOCTORS, THE							68	197	198	A	7.2	21	525	1362	795	146	862	240	435	435	129	344	247	91^	123	99^	37^	104^	149	97^	104^	54^
		M-F	2.30P	30	NBC	DD		97	98	B	6.2	22	452	1249	829	123	900	265	453	409	162	377	218	53	90	80	40	113	68	50	63	28
EDGE OF NIGHT							67	163	169	A	5.9	16	430	1444	793	246	872	352	518	488	102^	277	202	88^	115^	68^	31v	72^	131^	77^	239	163
	1	M-F	4.00P	30	ABC	DD		90	91	B	5.3	17	386	1333	846	154	936	324	527	432	125	362	180	55	83	63	27	89	92	56	125	57
	2	TU-F	4.00P	30																												
FAMILY FEUD							68	180	178	A	10.4	36	758	1728	613	163	691	316	465	356	103	167	334	140	208	168	46^	102	296	137	407	252
	1	M-TH	11.30A	30	ABC	QP		99	99	B	7.9	36	576	1504	704	129	779	334	507	415	100	187	336	131	190	148	51	126	152	85	237	91
	2	M-F	11.30A	30																												
FOR RICHER, FOR POORER							19	160	158	A	4.2	13	306	1605	666	144^	751	278	385	258	98^	321	396	180^	223	137^	46v	147^	219	92^	239	118^
	1	M-F	1.00P	30	NBC	DD		83	83	B	4.0	14	292	1471	678	118	735	250	367	278	102	312	383	156	205	135	43	158	170	76	183	94
	2	MON.	2.00P	30																												
	2	TU-F	1.00P	30																												
GENERAL HOSPITAL							67	179	186	A	8.0	23	583	1365	753	97^	832	400	558	440	122	238	210	61^	105	86^	55^	82^	146	99^	177	105
	1	M-F	3.15P	45	ABC	DD		97	98	B	6.7	22	488	1268	827	120	909	398	585	455	104	263	174	57	84	71	42	83	88	63	97	49
	2	TU-F	3.15P	45																												
			3.30 - 4.00							A	8.0	23	583	1365	757	91^	840	397	557	447	121	243	202	55^	100^	82^	56^	82^	146	96^	177	105
GONG SHOW							19	178	180	A	6.2	22	452	1449	535	113^	552	148	249	206	139	275	433	156	218	137	70^	199	256	102^	208	136
	1	M-F	12.30P	30	NBC	QG		90	90	B	5.3	20	386	1426	613	95	639	174	286	241	139	311	412	140	217	146	70	178	190	90	185	108
	2	TU-F	12.30P	30																												
GOOD MORNING, AMERICA-730							70	172	177	A	2.9	21	211	1626	798	157^	826	210^	375	369	129^	376	446	91^	200^	185^	114^	218^	88^	56v	266^	95^
		M-F	7.30A	30	ABC	N		96	96	B	3.1	21	226	1296	696	148	730	222	361	335	108	308	366	78	143	152	104	179	79	39	121	47
GOOD MORNING, AMERICA-830							70	170	172	A	2.7	18	197	1396	722	193^	788	250^	433	360	168^	320	356	82^	148^	122^	121^	183^	24v	LT	228^	142^
		M-F	8.30A	30	ABC	N		89	92	B	3.2	21	233	1388	776	203	842	293	461	369	154	322	345	91	154	129	129	168	77	34	124	81
GUIDING LIGHT							37	187	192	A	8.2	26	598	1386	822	151	896	273	450	459	161	356	260	103	138	65^	52^	118	102	66^	128	88^
		TU-F	2.30P	60	CBS	DD		99	99	B	8.1	28	590	1401	848	142	929	300	498	453	149	358	229	65	108	79	49	112	77	52	166	67
			2.30 - 3.00							A	8.4	27	612	1312	829	137	907	271	456	450	165	370	234	90^	126	67^	53^	106	74^	54^	97	62^
			3.00 - 3.30							A	8.2	25	598	1413	799	158	866	269	434	455	153	335	270	110	141	61^	49^	123	121	71^	156	113
HAPPY DAYS M-F							68	172	172	A	8.1	30	590	1817	426	161	504	300	413	280	31^	62^	280	189	249	158	LT	24v	403	189	630	374
		M-F	11.00A	30	ABC	CS		95	95	B	5.8	29	423	1458	570	117	626	322	472	354	54	100	262	150	197	118	31	55	226	122	344	137
HOLLYWOOD SQUARES							65	190	192	A	6.3	27	459	1383	547	132	581	171	250	258	128^	269	386	152	198	178	72^	118^	179	92^	237	138
	1	M-F	10.30A	30	NBC	QP		94	94	B	4.8	26	350	1291	663	111	716	186	299	295	134	348	393	125	207	186	48	142	84	46	98	40
	2	TU-F	10.30A	30																												
KNOCKOUT							62	200	199	A	5.4	21	394	1398	684	155	709	137^	236	289	154	371	376	104^	134^	134^	105^	186	161	83^	152	92^
	1	M-TH	11.30A	30	NBC	QP		98	98	B	4.6	22	335	1363	743	94	811	162	282	286	162	461	369	115	177	138	63	169	80	39	103	62
	2	TU-F	11.30A	30																												
LOVE OF LIFE							68	185	192	A	6.1	23	445	1373	757	85^	838	240	445	407	134	357	226	40^	78^	76^	52^	130^	106^	25v	203	90^
	1	M-TH	11.30A	30	CBS	DD		94	97	B	5.7	27	416	1298	832	125	914	291	489	384	146	385	183	42	68	60	48	104	47	26	154	36
	1	FRI.	11.00A	30																												
	2	TU-F	11.30A	30																												
MAGAZINE(S)									188	A	5.0	26	365	1211	752	140v	813	255^	461^	430^	86v	271^	379^	110v	110v	124v	79v	244^	LT	LT	19v	LT
	2	THU.	10.00A	60	CBS	DN			98																							
			10.00 - 10.30							A	4.4	24	321	1131	750	121v	775	280^	511^	474^	71v	208^	316^	138v	138v	135v	69v	156v	LT	LT	40v	LT
			10.30 - 11.00							A	5.5	28	401	1289	768	157^	853	234^	421^	402^	97v	327^	436^	90v	90v	117v	90v	319^	LT	LT	LT	LT
MATCH GAME '78							13	140	147	A	6.6	18	481	1553	722	191	783	276	398	326	127	325	387	154	210	110^	84^	171	171	72^	212	132
		TU-F	4.00P	30	CBS	QP		75	81	B	6.0	17	437	1498	744	161	805	263	382	343	115	337	340	115	160	95	81	167	174	90	179	101

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
NBC'S STAR SALUTE TO 1978(S)			198	A	9.3	27	678	1673	714	231^	750	191^	278^	384	137^	316^	552	216^	313^	238^	135^	197^	132^	109^	239^	173^
2 MON. 10.00A 90 NBC AC			99																							
10.00 - 10.30				A	7.9	28	576	1455	678	184^	678	192^	256^	363^	161^	259^	512	234^	327^	211^	120^	137^	149^	110^	116^	116^
10.30 - 11.00				A	9.5	27	693	1758	744	210^	744	189^	259^	412	126^	295^	508	205^	318^	239^	134^	153^	148^	109^	358	240^
11.00 - 11.30				A	10.5	26	765	1767	711	283^	813	196^	315	376	129^	380	620	214^	295^	252^	151^	283^	110^	110^	224^	155^
ONE LIFE TO LIVE	65	180	187	A	8.5	26	620	1447	744	129	804	411	583	444	110	191	241	88^	143	107	40^	73^	211	170	191	122
1 M-F 2.30P 45 ABC DD		96	97	B	7.2	26	525	1296	806	129	875	419	618	475	92	203	197	70	103	88	43	79	127	100	97	44
2 TU-F 2.30P 45																										
2.30 - 3.00				A	8.5	26	620	1445	743	130	798	403	582	445	107	187	245	92^	143	103	42^	79^	210	174	192	124
PRICE IS RIGHT 1	13	175	178	A	6.8	30	496	1895	644	125	703	239	372	348	123	269	407	106^	162	184	79^	176	272	112^	513	312
1 M-TH 10.30A 30 CBS AP		92	91	B	6.2	29	452	1834	701	104	741	264	391	328	103	299	392	86	154	169	73	188	204	83	497	253
1 FRI. 10.00A 30																										
2 TUWF 10.30A 30																										
PRICE IS RIGHT 2	13	176	175	A	7.4	30	539	1748	705	126	771	244	388	380	120	313	381	84^	134	164	75^	189	233	97^	363	208
1 M-TH 11.00A 30 CBS AP		93	91	B	6.9	30	503	1766	752	116	801	270	404	353	108	335	387	79	148	166	68	195	192	82	386	181
1 FRI. 10.30A 30																										
2 TU-F 11.00A 30																										
ROSE BOWL FOOTBALL PRE(S)			190	A	9.2	17	671	1769	632	145^	665	162^	297^	302^	142^	296^	630	234^	361	260^	170^	239^	294^	123^	180^	109^
2 MON. 4.30P 15 NBC SA			99																							
ROSE BOWL GAME(S)			222	A	29.2	46	2129	1957	608	173	675	193	364	362	104^	231	941	315	554	493	178	307	222	85^	119	103^
2 MON. 4.45P 210 NBC SE			99																							
5.00 - 5.30				A	19.0	34	1385	1894	590	174	635	158^	288	351	102^	233	923	269	472	464	210	360	242	93^	94^	71^
5.30 - 6.00				A	29.6	51	2158	1984	619	177	686	224	379	405	95^	202	932	321	532	492	198	313	247	90^	119	93^
6.00 - 6.30				A	33.2	53	2420	2006	623	171	702	214	381	391	92^	227	965	323	556	523	161	309	217	79^	122	106
6.30 - 7.00				A	30.6	47	2231	1984	627	201	692	204	383	381	99^	224	946	327	558	500	178	299	229	82^	117	107
7.00 - 7.30				A	33.3	49	2428	1934	554	173	629	169	341	308	106	234	959	328	584	493	182	302	219	93^	127	121
7.30 - 8.00				A	34.5	50	2515	1929	596	163	663	179	368	328	120	243	949	328	590	491	163	292	202	82^	115	104
RYAN'S HOPE	69	180	177	A	7.4	24	539	1733	729	232	834	447	624	465	79^	142	307	123	187	162	51^	91^	378	274	214	116
M-F 12.30P 30 ABC DD		97	97	B	6.7	27	488	1483	832	180	924	478	675	495	85	162	264	86	145	138	51	93	168	119	127	47
SANFORD AND SON M-F	67	172	173	A	6.0	29	437	1744	526	142	613	233	315	249	91^	251	572	283	359	215	95^	151	268	137	291	174
1 M-F 10.00A 30 NBC CS		88	88	B	4.5	26	328	1489	624	98	713	217	327	266	125	340	506	153	269	217	68	185	117	59	153	77
2 TU-F 10.00A 30																										
SEARCH FOR TOMORROW	68	189	190	A	8.0	28	583	1420	810	126	903	311	504	430	142	355	266	65^	114	120	49^	120	117	76^	134	65^
1 M-F 12.30P 30 CBS DD		97	97	B	7.3	31	532	1319	848	152	938	319	529	432	150	360	227	57	92	85	50	116	49	35	105	29
2 TU-F 12.30P 30																										
SUGAR BOWL GAME(S)			193	A	10.3	20	751	1816	582	266^	700	273^	454	434	51v	182^	772	269^	476	476	136^	236^	223^	109^	121^	76v
2 MON. 2.00P 174 ABC SE			99																							
2.00 - 2.30				A	7.9	16	576	1550	484	276^	668	254^	395^	378^	59v	214^	602	202^	383^	379^	117^	166^	174^	47v	106^	60v
2.30 - 3.00				A	8.5	17	620	1697	518	321^	713	322^	450	406	66v	197^	665	236^	414	424	124^	200^	202^	87v	117^	69v
3.00 - 3.30				A	7.7	15	561	1818	562	270^	691	293^	446	433	50v	183^	806	293^	480	490	156^	267^	209^	102v	112^	69v
3.30 - 4.00				A	13.4	26	977	1923	617	216^	672	233^	431	444	48v	166^	866	323	562	523	144^	248	255	125^	130^	80^
4.00 - 4.30				A	13.7	26	999	1919	620	265	722	269	472	458	40v	177^	821	282	508	511	124^	247	240	127^	136^	92^
4.30 - 5.00				A	10.4	19	758	1918	643	283^	742	290^	529	480	44v	170^	800	244^	445	489	151^	280^	254^	154^	122^	74v
TATTLETALES	12	156	159	A	4.4	22	321	1692	735	127^	747	233	401	423	115^	262	372	84^	128^	159^	86^	181^	159^	94^	414	194
1 M-TH 10.00A 30 CBS QG		87	87	B	4.0	21	292	1643	756	110	772	274	438	418	90	261	302	69	110	126	66	151	119	65	450	179
2 TUWF 10.00A 30																										
TO SAY THE LEAST	64	170	170	A	4.6	17	335	1501	656	104^	722	167^	305	269	154^	354	369	122^	185	138^	67^	136^	260	113^	150^	123^
1 M-TH 12.00N 30 NBC QP		88	88	B	3.8	16	277	1341	720	93	812	193	329	296	165	415	344	94	151	122	64	168	92	39	93	61
1 FRI. 12.09P 21																										
2 TU-F 12.00N 30																										
TODAY SHOW-7.30AM	69	218	214	A	4.1	30	299	1211	699	140^	740	123^	214	254	135^	429	442	27v	91^	144^	104^	298	LT	LT	20v	20v
M-F 7.30A 30 NBC N		99	96	B	4.1	28	299	1305	712	183	759	163	295	311	140	397	427	102	162	166	74	231	48	LT	71	37
TODAY SHOW-8.30AM	70	214	206	A	4.1	28	299	1548	807	138^	927	181^	331	360	118^	472	501	83^	164^	196	95^	285	66^	39v	54^	30v
M-F 8.30A 30 NBC N		99	96	B	4.3	28	313	1419	765	165	844	159	321	323	141	444	485	79	167	182	75	275	45	LT	45	22

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK # DAY START TIME DUR NET PROG. TYPE		WK 1	WK 2		AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
TOURNAMENT-ROSES PARADE(S)			210	A	15.6	32	1137	1719	647	222	737	198^	323	354	110^	321	639	203^	294	247	107^	287	156^	83^	187^	110^
2 MON. 11.30A 150 NBC AC			99																							
11.30 - 12.00				A	14.0	30	1021	1780	644	253	782	187^	305	334	107^	376	749	274	374	306	118^	315	114^	82^	135^	94^
12.00 - 12.30				A	15.9	33	1159	1698	579	231	708	194^	314	321	109^	309	672	234	321	267	117^	278	155^	70^	163^	88^
12.30 - 1.00				A	16.2	33	1181	1678	643	216	760	229	360	388	101^	309	589	174^	265	211	102^	282	135^	63^	194^	105^
1.00 - 1.30				A	15.8	32	1152	1695	691	195^	714	180^	299	345	114^	319	590	165^	245	203	114^	300	181^	95^	210	123^
1.30 - 2.00				A	16.1	31	1174	1751	691	216	736	203	342	378	121^	300	608	174^	270	259	85^	265	180^	100^	227	134^
TOURNAMENT-ROSES PARADE(S)			200	A	20.3	41	1480	2232	731	274	864	252	478	415	101^	333	739	241	413	371	140^	270	228	132^	401	281
2 MON. 11.30A 150 CBS AC			99																							
11.30 - 12.00				A	17.9	39	1305	2189	704	250	836	234	484	405	105^	328	661	195	379	335	127^	258	248	132^	444	293
12.00 - 12.30				A	20.1	41	1465	2170	736	223	855	234	438	388	85^	359	731	232	410	371	154^	277	213	129^	371	240
12.30 - 1.00				A	21.4	43	1560	2259	730	244	883	248	474	402	97^	355	739	246	416	373	140^	262	240	150	397	268
1.00 - 1.30				A	20.8	42	1516	2288	769	320	897	268	504	441	110^	334	778	263	432	405	137^	270	204	126^	409	306
1.30 - 2.00				A	21.1	41	1538	2264	730	332	861	286	501	439	107^	297	772	254	423	372	140^	278	233	120^	398	296
$20,000 PYRAMID	68	172	171	A	7.4	22	539	1620	738	130	787	374	497	408	99^	222	358	139	207	157	66^	130	241	158	234	111
1 M-F 2.00P 30 ABC QG		97	95	B	6.3	24	459	1407	778	129	824	347	500	422	87	243	298	112	156	135	74	122	146	98	139	46
2 MON. 12.00N 30																										
2 TU-F 2.00P 30																										
WHEEL OF FORTUNE	67	198	199	A	6.5	26	474	1437	684	137	724	135	224	266	192	405	355	94^	143	141	90^	157	152	84^	206	137
1 M-F 11.00A 30 NBC QG		98	98	B	5.4	27	394	1315	751	101	812	154	274	284	202	470	367	83	155	139	78	188	55	25	81	40
2 TU-F 11.00A 30																										
YOUNG AND THE RESTLESS	68	192	194	A	8.7	32	634	1517	767	133	888	368	572	467	119	278	256	77^	135	138	55^	96	196	126	177	87^
1 M-TH 12.00N 30 CBS DD		97	97	B	7.3	32	532	1354	849	151	935	381	587	452	139	309	192	60	97	87	48	82	81	57	146	36
1 FRI. 12.06P 24																										
2 TU-F 12.00N 30																										
•WEEKEND DAYTIME																										
ABC SPORTS MAGAZINE	1		171	A	14.6	32	1064	1811	463	153^	543	268	369	296	74^	128^	822	451	572	424	96^	199^	166^	17v	280	170^
2 SUN. 4.15P 15 ABC SC			93	B	14.6	32	1064	1811	463	153	543	268	369	296	74	128	822	451	572	424	96	199	166	17	280	170
ABC WEEKEND SPECIALS	15	143	174	A	6.2	21	452	1650	387	110^	409	174^	310	203^	73^	93^	199^	54v	138^	136^	19v	49v	445	95^	597	376
1 SAT. 12.00N 60 ABC FV		85	92	B	6.0	23	437	1827	353	116	402	224	298	196	51	86	281	144	202	163	34	58	379	178	765	518
2 SAT. 12.00N 30																										
12.00 - 12.30				A	6.2	22	452	1591	331	111^	366	174^	282	181^	43v	73^	239^	86^	153^	145^	29v	70^	377	99^	609	378
12.30 - 1.00				A	6.3	22	459	1741	492^	114v	492^	174^	363^	250^	129v	129v	120v	LT	120v	120v	LT	LT	562	81v	567	369^
ABC WIDE WORLD-SPORTS SAT	9	169	194	A	10.2	24	744	1798	524	161	579	221	316	284	113^	194	768	291	471	437	117^	207	227	51^	224	161
1 SAT. 5.00P 90 ABC SA		94	99	B	9.9	24	722	1770	473	136	513	198	301	269	75	154	809	315	515	457	113	217	211	66	237	164
2 SAT. 4.00P 180																										
4.00 - 4.30				A	8.1	23	590	1864	505	163^	643	186^	326^	242^	135^	243^	812	253^	382^	410	136^	307^	232^	55v	177^	149^
4.30 - 5.00				A	8.4	23	612	1892	450	186^	592	181^	280^	208^	136^	242^	861	227^	430	448	155^	322^	222^	67v	217^	185^
5.00 - 5.30				A	9.6	24	700	1640	469	146^	510	159^	246	264	113^	184	687	269	456	385	89^	154^	220	45^	223	173
5.30 - 6.00				A	10.7	25	780	1723	550	161	586	235	310	271	122^	210	707	262	461	412	107^	181	229	45^	201	136^
6.00 - 6.30				A	11.7	25	853	1945	583	161	613	255	354	327	111^	181	815	332	504	459	127^	199	222	41^	295	192
6.30 - 7.00				A	11.1	23	809	1858	533	166^	576	290	388	351	85^	154^	866	391	578	554	128^	228^	249^	84^	167^	124^
ABC WIDE WORLD-SPORTS SUN	1		176	A	18.6	37	1356	2117	620	149^	642	246	411	385	66^	172^	800	412	558	413	131^	201	282	70^	393	239
2 SUN. 4.30P 90 ABC SE			95	B	18.6	37	1356	2117	620	149	642	246	411	385	66	172	800	412	558	413	131	201	282	70	393	239
4.30 - 5.00				A	17.0	36	1239	2080	542	169^	574	210	374	343	52^	142^	842	443	593	435	112^	195	248	61^	416	220
5.00 - 5.30				A	18.7	38	1363	2073	613	134^	628	234	406	387	56^	160^	790	414	564	415	133^	191	291	71^	364	234
5.30 - 6.00				A	20.3	39	1480	2167	693	144^	709	288	444	420	82^	206	774	386	529	388	150^	217	288	74^	396	253
ALL NEW SUPERFRIENDS I	16	188	186	A	3.0	34	219	1438	182^	105v	182^	95v	182^	100v	LT	LT	55v	LT	55v	55v	LT	LT	211^	28v	990	498^
SAT. 8.00A 30 ABC CA		98	99	B	3.8	32	277	1780	231	97	245	133	192	164	18	46	151	87	123	98	17	21	199	65	1185	726
ALL NEW SUPERFRIENDS II	16	188	186	A	5.0	36	365	1652	256^	116^	256^	161^	232^	121^	LT	24v	142^	96^	142^	87^	LT	LT	253^	48v	1001	505
SAT. 8.30A 30 ABC CA		98	99	B	5.9	35	430	1772	219	99	243	145	183	147	16	50	158	94	127	85	23	25	206	82	1165	705
AMERICAN BANDSTAND '78	12	121	162	A	5.0	18	365	1504	349	147^	401	234^	291^	137^	35v	81v	465	331	367	115^	47v	98^	333	231^	305^	212^
1 SAT. 1.00P 30 ABC PC		78	85	B	5.8	21	423	1603	397	150	499	292	366	226	61	119	379	222	271	155	56	98	341	223	384	259
2 SAT. 12.30P 60																										
CONT'D																										

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FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
AMERICAN BANDSTAND-CONT'D																										
12.30 - 1.00				A	5.5	20	401	1459	406^	157^	446^	209^	242^	183^	74v	129v	488^	319^	334^	110v	94v	154^	302^	177^	223^	172^
1.00 - 1.30				A	4.8	17	350	1517	321^	141^	375	246^	320^	112^	14v	55v	452	336^	382	117^	21v	70v	345	257^	345	229^
ANIMALS, ANIMALS, ANIMALS	15	137	129	A	3.3	13	241	1643	444^	182^	473^	220^	302^	258^	66v	133^	253^	186^	212^	187^	41v	41v	224^	50v	693	440^
SUN. 11.30A 30 ABC CL		83	83	B	3.2	14	233	1602	407	143	431	213	309	204	43	109	386	234	282	226	21	69	159	60	626	438
BAGGY PANTS & THE NITWITS	14	153	168	A	5.6	19	408	1566	218^	135^	304	225^	252^	180^	LT	52v	339	251^	260^	83^	33v	79^	202^	24v	721	405
SAT. 12.00N 30 NBC CA		87	80	B	5.3	21	386	1756	357	108	388	181	265	214	41	102	299	156	198	110	44	85	285	120	784	435
BANG SHANG LALAPALOOZA	16	198	203	A	3.6	14	262	1538	274^	145^	278^	118^	195^	141^	LT	83v	278^	141^	152^	97v	52v	106v	161^	76v	821	439^
SAT. 10.00A 30 NBC CA		98	99	B	4.4	17	321	1664	302	118	327	196	249	162	28	69	218	126	151	108	35	57	236	124	883	470
BATMAN/TARZAN ADV I	7	191	196	A	8.9	35	649	2046	279	107^	297	145^	215	149^	23v	72^	285	162^	193	186	33v	74^	370	248	1094	562
SAT. 10.30A 30 CBS CA		97	99	B	8.6	33	627	2030	297	91	311	170	235	161	30	69	278	158	213	180	18	49	388	236	1053	576
BATMAN/TARZAN ADV II	7	194	197	A	9.4	35	685	1891	265	104^	301	178	248	162^	19v	46v	244	197	229	195	LT	LT	329	148^	1017	533
SAT. 11.00A 30 CBS CA		99	99	B	9.6	36	700	1889	304	90	329	204	278	174	22	47	230	158	202	153	LT	13	352	157	978	534
BUGS BUNNY/ROAD RUNNER 1	7	201	200	A	6.3	33	459	1810	185^	90^	233^	159^	172^	121^	20v	20v	222^	85^	112^	98^	43v	65v	215^	104^	1140	591
SAT. 9.00A 30 CBS CA		99	99	B	6.8	32	496	1800	277	105	328	197	249	150	48	59	216	118	156	124	31	49	220	81	1036	559
BUGS BUNNY/ROAD RUNNER 2	7	201	200	A	8.9	40	649	1878	255	105^	307	231	273	157^	14v	14v	208	99^	154^	147^	11v	11v	263	109^	1100	612
SAT. 9.30A 30 CBS CA		99	99	B	8.7	36	634	1884	290	88	338	213	270	170	30	51	230	130	183	141	23	32	280	117	1036	585
BUGS BUNNY/ROAD RUNNER 3	7	199	200	A	9.8	39	714	1927	277	102^	337	217	287	167	12v	35v	222	102^	127^	149^	21v	42v	355	209	1013	554
SAT. 10.00A 30 CBS CA		98	99	B	9.4	37	685	1897	282	70	318	199	256	152	25	53	275	148	207	169	24	43	352	164	952	533
C.B. BEARS I	16	200	200	A	2.3	26	168	1542	178v	LT	178v	71v	89v	89v	LT	89v	208^	66v	66v	131v	48v	77v	131v	78v	1025	559^
SAT. 8.00A 30 NBC CA		99	99	B	3.0	26	219	1731	169	87	181	112	150	114	LT	22	209	123	154	119	23	45	157	51	1184	754
C.B. BEARS II	16	200	200	A	3.7	27	270	1519	155^	LT	155^	88v	118^	118^	LT	37v	275^	129^	129^	167^	33v	56v	111v	60v	978	615
SAT. 8.30A 30 NBC CA		99	99	B	4.4	26	321	1969	194	81	217	132	185	153	LT	16	225	132	166	128	18	44	189	71	1338	826
CBS INV. SKATEBOARDING(S)		140		A	6.5	21	474	1527	327^	108v	327^	157^	183^	97v	105v	134^	426^	184^	255^	269^	96v	96v	368^	179^	406^	293^
1 SAT. 1.00P 30 CBS CL		80																								
CBS NFL CHAMPIONSHIP PRE(S)		201		A	20.0	38	1458	1970	558	238	579	237	404	346	53^	130^	1139	479	754	670	141^	268	186	24v	66^	41v
1 SUN. 5.00P 30 CBS SC		99																								
CBS NFL CHAMPIONSHIP GAME(S)		206		A	35.0	58	2552	2024	585	225	623	233	405	386	63^	166	1063	409	694	627	140	280	187	45^	151	91^
1 SUN. 5.30P 191 CBS SE		99																								
5.30 - 6.00				A	31.4	58	2289	2014	519	193	564	213	366	347	40^	141	1158	457	759	693	145	290	184	27^	108	80^
6.00 - 6.30				A	34.5	59	2515	2016	546	225	601	207	399	391	49^	150	1104	427	744	655	137	282	170	35^	141	86^
6.30 - 7.00				A	35.6	60	2595	2085	576	227	613	234	415	406	44^	142	1078	425	719	642	140	278	205	44^	189	104
7.00 - 7.30				A	34.6	58	2522	2025	595	227	622	215	387	384	77^	183	1051	403	684	616	150	290	197	45^	155	85^
7.30 - 8.00				A	36.2	57	2639	2009	596	236	631	233	410	376	84^	183	1037	390	667	605	144	279	189	55^	152	88^
8.00 - 8.30				A	37.4	56	2726	2005	630	234	663	270	429	399	76^	182	1002	385	643	579	139	269	182	59^	158	96
CBS SAT. FILM FESTIVAL	11		153	A	4.6	17	335	1493	281^	132v	281^	186^	186^	108v	95v	95v	108v	108v	108v	30v	LT	LT	218^	218^	886	453^
2 SAT. 1.30P 30 CBS CL			81	B	4.0	14	292	1732	405	127	454	238	291	216	59	111	327	157	261	193	34	41	281	182	670	327
CBS SPORTS SPECTACULAR	14	111	154	A	6.5	16	474	1532	494	122^	496	156^	263	219^	104^	199^	781	308	458	433	126^	224^	156^	36v	99^	85^
1 SAT. 4.39P 81 CBS SA		76	88	B	6.8	18	496	1573	468	136	503	193	300	260	86	168	709	273	446	384	107	211	157	48	204	133
2 SAT. 4.30P 90																										
4.30 - 5.00				A	5.0	13	365	1619	455	154^	469	103^	225^	205^	119^	209^	848	353	504	463	107^	197^	205^	38v	97^	74v
5.00 - 5.30				A	6.7	17	488	1467	478	110^	481	154^	248	201^	108^	198^	742	294	455	415	128^	221^	137^	33v	107^	92^
5.30 - 6.00				A	7.7	18	561	1540	518	115^	521	188^	299	242	90^	191^	769	288	425	424	139^	245	149^	42v	101^	87^
CHALLENGE OF THE SEXES	1		130	A	6.4	22	467	1747	381^	90v	446^	250^	271^	166^	33v	175^	661	346^	449^	322^	42v	203^	295^	93v	345^	232^
2 SUN. 1.00P 45 CBS SE			75	B	6.4	22	467	1747	381	90	446	250	271	166	33	175	661	346	449	322	42	203	295	93	345	232
1.00 - 1.30				A	5.8	21	423	1773	407^	83v	461^	220^	243^	147^	57v	218^	637	339^	419^	286^	44v	218^	307^	114v	368^	253^
FACE THE NATION	15	167	176	A	3.6	15	262	1603	431^	107v	526	50v	88v	94v	157^	382^	617	191^	210^	216^	168^	309^	226^	103v	234^	149^
SUN. 11.30A 30 CBS CC		95	98	B	3.1	15	226	1520	626	203	710	202	295	228	123	371	587	176	327	292	88	216	87	LT	136	88
FAT ALBERT AND COSBY KIDS	14	164	189	A	7.5	26	547	1612	256	183^	270	204^	218^	108^	23v	39v	186^	121^	132^	60^	37v	37v	367	158^	789	403
SAT. 12.30P 30 CBS CA		88	96	B	7.1	27	518	1727	350	117	387	238	281	163	43	83	288	177	212	135	22	50	322	151	730	381

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
GHOST BUSTERS	15	60	64	A	.9	8	66	1924	137v	LT	197v	LT	135v	197v	LT	LT	136v	LT	136v	136v	LT	LT	379v	LT	1212^	788^
SUN. 9.00A 30 CBS CL		57	59	B	1.3	10	95	1465	182	71	241	131	150	131	LT	50	163	72	101	121	LT	LT	152	61	909	657
GREAT GRAPE APE	15	101	89	A	3.2	13	233	1682	377^	163^	424^	218^	239^	197^	86v	150^	218^	132^	132^	132^	LT	86v	164^	95v	876	610
SUN. 11.00A 30 ABC CA		68	65	B	3.1	14	226	1565	265	100	301	174	215	139	22	74	235	162	205	156	LT	22	156	69	873	593
I AM THE GREATEST	16	203	208	A	3.4	13	248	1456	233^	125^	233^	105v	181^	146^	LT	52v	226^	137^	137^	48v	49v	77v	146^	LT	851	476^
SAT. 10.30A 30 NBC CA		99	99	B	3.8	16	277	1735	331	127	361	203	281	201	26	70	288	165	201	120	50	83	207	84	879	471
IN THE NEWS- 8.26AM	13	179	195	A	2.4	23	175	1674	177^	57v	195^	91v	108v	143v	52v	52v	166v	97v	126v	126v	LT	40v	147v	LT	1166	657^
SAT. 8.26A 3 CBS N		98	99	B	3.2	23	233	1714	256	67	266	136	177	125	59	81	197	96	131	123	LT	41	221	62	1030	656
IN THE NEWS- 8.56AM	7	178	195	A	3.5	22	255	1596	121^	42v	144^	36v	55v	90v	54v	54v	86v	38v	46v	46v	LT	40v	123^	LT	1243	683
SAT. 8.56A 3 CBS N		98	99	B	4.6	25	335	1694	255	56	260	132	159	129	71	71	187	92	102	103	24	68	211	84	1036	618
IN THE NEWS- 9.56AM	7	201	200	A	9.2	40	671	1839	249	110^	307	228	276	150^	15v	15v	203	103^	153^	140^	11v	11v	276	109^	1053	590
SAT. 9.56A 3 CBS N		99	99	B	9.1	37	663	1828	276	82	324	209	260	163	25	49	234	132	187	144	22	31	285	117	985	563
IN THE NEWS-10.26AM	16	199	200	A	10.0	39	729	1989	266	101^	332	195	273	170	11v	41^	240	129^	151^	167	18v	38v	385	249	1032	582
SAT. 10.26A 3 CBS N		98	99	B	8.1	32	590	1985	310	98	356	213	268	180	30	78	262	145	201	157	17	43	335	145	1032	575
IN THE NEWS-10.56AM	16	191	196	A	8.9	34	649	2042	296	106^	314	149^	218	150^	24v	83^	273	159^	188	184^	33v	71^	336	209	1119	571
SAT. 10.56A 3 CBS N		97	99	B	7.9	31	576	1979	323	110	356	205	265	176	33	81	277	170	220	158	20	44	363	173	983	546
IN THE NEWS-11.26AM	16	194	197	A	8.7	32	634	1847	269	106^	308	182^	251	162^	26v	48v	238	192	221	188^	LT	LT	306	132^	995	507
SAT. 11.26A 3 CBS N		99	99	B	8.8	33	642	1846	301	104	334	205	262	160	28	63	268	178	216	131	12	41	327	126	917	498
IN THE NEWS-11.56AM	16	177	193	A	8.1	28	590	1832	315	166^	357	234	309	200^	24v	33v	309	218	262	204	LT	14v	261	149^	905	404
SAT. 11.56A 3 CBS N		92	98	B	8.2	31	598	1854	330	124	367	222	285	183	30	71	297	174	221	146	21	58	325	125	865	480
IN THE NEWS-12.26PM	16	164	191	A	7.5	26	547	1711	356	235	400	280	318	203^	24v	43v	205^	145^	183^	92^	22v	22v	278	143^	828	396
SAT. 12.26P 3 CBS N		88	97	B	6.7	26	488	1671	362	137	413	254	302	184	37	96	277	172	215	129	20	50	263	121	718	380
IN THE NEWS-12.56PM	14	164	189	A	7.5	25	547	1559	240	172^	254	177^	193^	94^	25v	45v	171^	107^	118^	56^	39v	39v	397	177^	737	363
SAT. 12.56P 3 CBS N		88	96	B	6.8	25	496	1671	341	125	381	245	280	157	40	74	294	177	215	134	27	55	303	143	693	352
IN THE NEWS- 1.26PM	11		167	A	6.4	23	467	1685	289^	188^	310^	254^	254^	187^	34v	34v	208^	208^	208^	36v	LT	LT	327^	97v	840	321^
2 SAT. 1.26P 3 CBS N			85	B	4.7	17	343	1780	386	128	424	244	286	237	35	82	301	171	233	153	26	41	287	159	768	380
IN THE NEWS- 1.56PM	12		153	A	5.2	18	379	1216	271^	132v	271^	162^	162^	79v	109v	109v	36v	36v	36v	36v	LT	LT	80v	80v	829	457^
2 SAT. 1.56P 3 CBS N			81	B	3.9	14	284	1667	417	111	465	237	302	223	58	113	327	142	269	205	32	42	262	167	613	325
IN THE NEWS- 9.26AM	15	60	64	A	1.3	11	95	1758	147v	LT	189v	73v	146v	189v	LT	LT	63v	LT	63v	63v	LT	LT	390^	LT	1116^	770^
SUN. 9.26A 3 CBS N		57	59	B	1.7	13	124	1460	177	73	235	130	146	130	LT	48	121	64	89	89	LT	LT	147	49	957	657
IN THE NEWS- 9.56AM	15	58	61	A	1.1	8	80	1288^	337v	250v	387^	250v	275v	163v	LT	LT	137v	74v	74v	LT	63v	63v	LT	LT	738^	400^
SUN. 9.56A 3 CBS N		55	56	B	1.9	12	139	1558	312	109	356	211	282	246	LT	LT	211	52	139	153	LT	44	107	36	884	559
INT'L AMATEUR BOXING	1		168	A	12.6	30	919	1815	422	157^	512	229^	327	288	49v	144^	828	440	554	416	89^	214^	205^	26v	270	165^
2 SUN. 3.15P 60 ABC SE			91	B	12.6	30	919	1815	422	157	512	229	327	288	49	144	828	440	554	416	89	214	205	26	270	165
3.30 - 4.00				A	12.4	29	904	1793	395	150^	482	208^	299	273	41v	145^	827	429	542	407	89^	224^	205^	26v	279	159^
ISSUES AND ANSWERS	16	166	154	A	3.1	11	226	1956	531	279^	624	195^	270^	297^	147^	327^	933	337^	434^	456^	84v	438^	190^	83v	209^	62v
SUN. 12.00N 30 ABC CC		95	93	B	2.8	12	204	1625	553	188	648	187	250	216	93	356	600	226	342	341	64	197	145	77	232	130
JABBERJAW	15	97	81	A	2.5	12	182	2016	331^	88v	413^	117v	200^	172^	87v	175^	297^	160v	172^	172^	LT	125v	91v	59v	1215	626^
SUN. 10.30A 30 ABC CA		62	62	B	2.6	13	190	1531	276	94	308	173	230	141	41	67	214	125	173	145	LT	32	204	83	805	528
KROFFT SUPERSHOW '78 I	16	185	188	A	8.6	32	627	1627	144^	46v	180^	102^	138^	86^	LT	29v	218	122^	179^	104^	13v	39v	294	87^	935	569
SAT. 11.00A 30 ABC CL		97	98	B	8.1	31	590	1779	264	71	288	164	214	138	20	64	194	98	135	109	32	48	275	132	1022	683
KROFFT SUPERSHOW '78 II	16	185	188	A	9.1	33	663	1733	188	23v	206	118^	142^	69^	LT	52^	239	100^	140^	94^	17v	99^	287	70^	1001	564
SAT. 11.30A 30 ABC CL		97	98	B	8.0	30	583	1828	297	67	320	176	234	151	22	77	232	124	163	123	36	58	280	130	996	648
MASTERS TENNIS TOURN.-SAT(S)			149	A	3.8	11	277	1769	433^	234^	513^	264^	264^	212v	134v	189v	628^	281^	318^	306^	87v	156v	321^	202v	307^	173v
2 SAT. 3.00P 90 CBS SE			86																							
3.00 - 3.30				A	3.6	11	262	1515	400^	184v	492^	210v	210v	218v	141v	209v	488^	172v	172v	299^	91v	148v	252^	175v	283^	168v
3.30 - 4.00				A	4.1	12	299	1920	426^	231^	513^	275^	275^	240^	111v	165v	680^	334^	334^	310^	78v	157v	403^	223^	324^	174v
4.00 - 4.30				A	3.8	11	277	1812	459^	279^	528^	296^	296^	180v	148v	192v	688^	320^	425^	304^	86v	158v	292^	194v	304^	177v

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
MASTERS TENNIS TOURN.-SUN(S)			184	A	10.2	21	744	2109	578	388	740	356	506	431	103^	179^	869	369	546	489	112^	220^	193^	98^	307^	177^
2 SUN. 4.00P 165 CBS SE			94																							
4.00 - 4.30				A	7.6	17	554	1919	390^	345^	516	295^	426	345^	39v	62v	745	283^	471	430	81v	150^	244^	118^	414^	205^
4.30 - 5.00				A	9.1	20	663	2017	502	403	680	366	539	427	65v	105^	809	325^	500	440	109^	200^	208^	113^	320^	199^
5.00 - 5.30				A	9.5	20	693	2123	579	448	794	401	548	420	126^	198^	864	372	559	499	121^	220^	170^	94^	295^	199^
5.30 - 6.00				A	9.9	19	722	2037	526	344	701	328	455	391	122^	183^	913	397	575	519	127^	243^	159^	98^	264^	183^
6.00 - 6.30				A	12.6	23	919	2263	710	401	862	380	554	498	120^	244^	935	416	584	507	102^	254^	184^	91^	282	153^
MEET THE PRESS	14	161	185	A	3.8	15	277	1455	592	238^	610	83v	174^	232^	176^	353^	670	175^	273^	304^	159^	315^	71v	LT	104v	87v
1 SUN. 12.00N 30 NBC CC		93	94	B	3.0	14	219	1536	581	171	618	149	226	193	145	357	702	185	315	347	126	310	107	31	109	67
2 SUN. 12.30P 30																										
NBA BASKETBALL GAME	1		172	A	7.4	20	539	1668	301^	134^	357^	233^	296^	181^	52v	61v	774	316^	527	504	110v	190^	332^	76v	205^	65v
2 SUN. 1.45P 135 CBS SE			95	B	7.4	20	539	1668	301	134	357	233	296	181	52	61	774	316	527	504	110	190	332	76	205	65
2.00 - 2.30				A	7.1	21	518	1745	321^	174^	375^	241^	313^	222^	62v	62v	770	340^	557	517	97v	171^	367^	84v	233^	52v
2.30 - 3.00				A	7.1	20	518	1562	252^	120^	313^	197^	243^	138^	70v	70v	720	300^	502	512	102v	153^	323^	61v	206^	43v
3.00 - 3.30				A	7.5	19	547	1618	269^	119^	333^	217^	276^	144^	57v	57v	769	286^	526	495	111^	196^	326^	80v	190^	48v
3.30 - 4.00				A	7.8	19	569	1624	289^	148^	370^	240^	334^	196^	36v	36v	791	287^	505	511	135^	213^	298^	82v	165^	89v
NBA SPECIAL(S)		187		A	2.2	4	160	1869	638^	419^	688^	168v	438^	357v	75v	213v	918^	344v	531^	568^	88v	181v	112v	75v	151v	106v
1 SUN. 4.00P 60 CBS SC		98																								
4.00 - 4.30				A	2.5	5	182	1681	582^	318v	615^	160v	385^	286v	76v	218v	831^	325v	458^	487^	73v	172v	76v	76v	159v	110v
4.30 - 5.00				A	1.8	3	131	2130	725^	557^	786^	168v	502^	452v	74v	213v	1063^	389v	658^	695^	106v	192v	152v	69v	129v	100v
NCAA BASKETBALL GAME-SAT.	1	176		A	7.5	19	547	1784	547	162^	569	145^	341^	303^	67v	207^	856	346^	483	391^	112^	305^	247^	84v	112^	51v
1 SAT. 4.00P 130 NBC SE		94		B	7.5	19	547	1784	547	162	569	145	341	303	67	207	856	346	483	391	112	305	247	84	112	51
4.00 - 4.30				A	5.5	15	401	2045	695	157^	720	156^	467^	456^	34v	210^	869	360^	517^	399^	26v	288^	338^	39v	118v	42v
4.30 - 5.00				A	7.1	19	518	2033	615	197^	636	163^	368^	343^	63v	234^	921	358^	523	439^	90v	309^	346^	151^	130^	34v
5.00 - 5.30				A	7.4	19	539	1826	559	154^	578	149^	348^	288^	84v	230^	793	290^	426^	350^	132^	313^	255^	116^	200^	104v
5.30 - 6.00				A	8.9	21	649	1476	400	135^	418	123^	272^	202^	63v	146^	865	397	524	421	172^	282^	154^	40v	39v	20v
NCAA BASKETBALL GAME-SUN.	1		183	A	5.6	14	408	1586	480^	238^	537^	92v	221^	211^	79v	278^	912	423^	509^	377^	143v	318^	103v	LT	34v	34v
2 SUN. 2.00P 120 NBC SE			93	B	5.6	14	408	1586	480	238	537	92	221	211	79	278	912	423	509	377	143	318	103	LT	34	34
2.00 - 2.30				A	5.4	15	394	1652	521^	214^	561^	119v	205^	162^	104v	336^	975	496^	554^	302^	165^	342^	85v	LT	31v	31v
2.30 - 3.00				A	5.4	14	394	1660	492^	233^	540^	122v	226^	188^	71v	287^	971	450^	508^	399^	159^	343^	106v	LT	43v	43v
3.00 - 3.30				A	5.6	13	408	1578	455^	255^	526^	65v	220^	241^	67v	253^	918	421^	521^	406^	146v	315^	109v	LT	25v	25v
3.30 - 4.00				A	6.0	14	437	1446	439^	245^	517^	76v	233^	243^	71v	233^	780	334^	448^	387^	104v	268^	110v	LT	39v	39v
NFL '77-NBC(S)		218		A	18.2	46	1327	1716	525	200	538	186	318	292	125^	143^	886	268	507	515	177	278	152^	LT	140^	99^
1 SUN. 1.30P 30 NBC SA		99																								
NFL CHAMPIONSHIP GAME-NBC(S)		219		A	35.6	69	2595	1917	534	177	564	199	366	326	78^	144	1040	371	644	600	159	302	175	35^	138	84^
1 SUN. 2.00P 182 NBC SE		99																								
2.00 - 2.30				A	29.2	63	2129	1939	549	201	564	192	345	329	91^	151	1018	336	603	583	171	320	210	41^	147	91^
2.30 - 3.00				A	34.4	68	2508	1943	550	191	566	200	354	330	78^	152	1016	350	614	594	164	307	198	43^	163	101
3.00 - 3.30				A	35.6	70	2595	1901	537	180	557	188	359	329	80^	141	1029	369	633	584	163	304	177	39^	138	89^
3.30 - 4.00				A	36.8	71	2683	1878	534	172	559	191	362	319	83^	141	1052	387	659	590	161	302	153	29^	114	84^
4.00 - 4.30				A	38.3	72	2792	1915	523	169	567	219	381	321	71^	142	1064	390	672	621	153	298	152	27^	132	76^
4.30 - 5.00				A	39.1	71	2850	1930	524	162	572	213	386	324	71^	141	1059	390	668	614	157	297	164	29^	135	69^
NFL CHAMPIONSHIP POST-NBC(S)		201		A	16.9	32	1232	1902	531	133^	590	183^	339	298	75^	200	976	369	597	538	156^	293	196	40v	140^	58^
1 SUN. 5.02P 28 NBC SC		97																								
PRO BOWLERS TOUR	1		170	A	6.8	20	496	1853	588	103v	678	207^	326^	296^	98v	267^	793	228^	330^	337^	212^	380^	210^	36v	172^	137^
2 SAT. 2.30P 90 ABC SE			94	B	6.8	20	496	1853	588	103	678	207	326	296	98	267	793	228	330	337	212	380	210	36	172	137
2.30 - 3.00				A	6.2	20	452	1650	519	126v	651	239^	325^	288^	81v	231^	637	173^	261^	317^	142^	320^	158^	42v	204^	155^
3.00 - 3.30				A	6.8	20	496	1873	605	93v	688	210^	341^	317^	92v	264^	796	223^	322^	348^	214^	403^	193^	30v	196^	168^
3.30 - 4.00				A	7.5	20	547	1973	623	88v	687	178^	314^	284^	120^	296^	896	269^	377^	336^	262^	400^	270^	36v	120^	92v
RED HAND GANG	13	142	151	A	4.7	17	343	1554	312^	134^	376	213^	267^	180^	47v	109^	272^	143^	143^	55v	88v	129^	212^	111^	694	358
SAT. 12.30P 30 NBC CL		85	76	B	4.6	17	335	1688	376	112	407	154	269	220	69	113	314	130	179	113	59	114	248	105	719	442
SCHOOLHOUSE ROCK- 8.55AM	16	188	186	A	4.8	32	350	1646	269^	86v	272^	174^	237^	117^	LT	35v	158^	107^	158^	112^	LT	LT	239^	45v	977	487
SAT. 8.55A 4 ABC CA		98	99	B	5.8	32	423	1746	216	90	245	145	180	146	18	53	145	81	117	84	21	26	209	84	1147	703
SCHOOLHOUSE ROCK-10.25AM	16	188	189	A	8.1	32	590	1773	159^	63^	177^	133^	149^	87^	LT	19v	230	135^	172^	96^	9v	35v	313	146^	1053	606
SAT. 10.25A 4 ABC CA		98	99	B	9.1	37	663	1768	228	75	251	154	195	124	13	46	141	92	113	76	10	19	259	103	1117	728

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
SCHOOLHOUSE ROCK-10.55AM	15	188	189	A	8.3	32	605	1747	158^	54^	193^	138^	159^	80^	LT	20v	148^	63^	108^	99^	11v	30v	290	98^	1116	683
SAT. 10.55A 4 ABC CA		98	99	B	9.0	36	656	1688	235	69	263	164	206	120	14	49	152	76	116	98	15	31	278	117	995	643
SCHOOLHOUSE ROCK-11.55AM	16	185	188	A	7.9	28	576	1832	282	23v	299	121^	139^	62^	LT	149^	269	104^	137^	88^	16v	132^	323	81^	941	503
SAT. 11.55A 4 ABC CA		97	98	B	7.1	27	518	1841	321	65	342	177	239	154	24	94	236	127	164	117	37	63	308	148	955	605
SCHOOLHOUSE ROCK-10.55AM	15	97	81	A	2.6	12	190	2000	320^	84v	404^	120v	194^	158v	88v	172^	274^	136v	152v	152v	LT	122v	90v	52v	1232	580^
SUN. 10.55A 4 ABC CA		62	62	B	2.8	13	204	1576	293	98	328	191	249	140	35	60	177	108	147	121	LT	LT	208	82	863	567
SCHOOLHOUSE ROCK-11.55AM	15	137	129	A	3.2	12	233	1627	432^	175^	432^	236^	307^	249^	34v	86v	275^	194^	215^	176^	60v	60v	263^	48v	657	392^
SUN. 11.55A 4 ABC CA		83	83	B	3.2	14	233	1586	422	160	443	207	300	211	41	125	379	227	287	224	20	66	160	54	604	413
SCOOBY'S-LAFF-LYMPICS I	16	188	189	A	5.9	32	430	1733	180^	39v	183^	126^	150^	81^	LT	33v	222^	127^	186^	168^	LT	36v	266^	58v	1062	589
SAT. 9.00A 30 ABC CA		98	99	B	7.1	35	518	1788	207	78	232	150	185	132	17	38	143	86	107	87	16	29	214	85	1199	758
SCOOBY'S-LAFF-LYMPICS II	16	188	189	A	7.8	35	569	1719	162^	24v	162^	136^	146^	63^	LT	16v	204^	87^	127^	115^	LT	62^	217	76^	1136	630
SAT. 9.30A 30 ABC CA		98	99	B	9.7	42	707	1770	190	58	218	142	179	115	11	34	147	94	119	91	10	19	239	87	1166	762
SCOOBY'S-LAFF-LYMPICS III	16	188	189	A	8.7	35	634	1696	139^	52^	159^	115^	132^	74^	LT	19v	160^	70^	104^	83^	12v	38v	284	140^	1093	625
SAT. 10.00A 30 ABC CA		98	99	B	9.9	40	722	1774	211	73	237	149	188	120	11	39	138	87	106	80	12	23	264	109	1135	737
SCOOBY'S-LAFF-LYMPICS IV	16	188	189	A	8.9	35	649	1752	158^	51^	190	128^	155^	86^	LT	23v	161^	70^	114^	101^	13v	39v	289	100^	1112	681
SAT. 10.30A 30 ABC CA		98	99	B	9.8	39	714	1698	223	67	249	154	197	115	16	46	143	75	113	88	14	27	274	118	1032	672
SEARCH AND RESCUE	16	190	196	A	5.3	19	386	1420	298^	130^	324	141^	244^	223^	16v	60v	223^	82^	103^	74v	34v	97^	171^	77v	702	420
SAT. 11.30A 30 NBC CL		96	96	B	4.1	16	299	1639	371	139	421	230	328	238	28	67	315	159	208	152	46	84	268	125	635	408
SECRETS OF ISIS	13	163	191	A	8.3	29	605	1800	320	230	363	282	311	197^	30v	30v	214	155^	194^	115^	20v	20v	300	161^	923	451
SAT. 12.00N 30 CBS CL		88	97	B	7.5	29	547	1704	379	140	423	261	312	190	36	98	272	168	209	122	22	53	263	130	746	405
SENIOR BOWL GAME(S)			203	A	9.2	28	671	1458	368	61v	401	169^	258^	191^	21v	140^	798	268^	449	395	133^	313^	138^	9v	121^	107^

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS TOTAL	TEENS FEM.	CHILDREN TOTAL	CHILDREN 6-11
2 SAT. 2.00P 192 NBC SE			95																							
2.00 - 2.30				A	7.2	25	525	1610	405^	25v	449	172^	268^	253^	27v	153^	833	316^	449	403^	150^	353^	176^	38v	152^	106v
2.30 - 3.00				A	8.7	29	634	1596	390	51v	412	198^	295^	273^	26v	117^	828	247^	416	353^	161^	384	176^	26v	180^	134^
3.00 - 3.30				A	9.7	30	707	1470	369	77v	369	167^	240^	212^	24v	129^	847	203^	447	395	150^	368	149^	LT	105^	105^
3.30 - 4.00				A	9.3	27	678	1401	333^	84v	396	190^	265^	183^	23v	131^	845	282^	503	476	133^	304^	72v	LT	88v	88v
4.00 - 4.30				A	9.7	28	707	1446	427	109^	476	248^	350	215^	21v	126^	779	315^	502	438	107^	237^	93^	LT	98^	98^
4.30 - 5.00				A	9.8	27	714	1359	322^	28v	344	83v	168^	85v	15v	176^	729	273^	421	360	110^	259^	166^	LT	120^	120^
SKATEBIRDS I	7	179	195	A	1.9	20	139	1676	172v	43v	193v	79v	93v	130v	63v	63v	173v	88v	116v	116v	LT	57v	144v	LT	1166	640^
SAT. 8.00A 30 CBS CL		98	99	B	2.3	19	168	1665	294	71	300	146	211	165	84	84	200	70	105	106	LT	65	153	LT	1012	642
SKATEBIRDS II	7	178	195	A	3.0	21	219	1594	137v	37v	155^	45v	64v	96v	59v	59v	105v	46v	68v	68v	LT	37v	128v	LT	1206	672
SAT. 8.30A 30 CBS CL		98	99	B	3.8	22	277	1688	261	62	267	137	169	133	70	70	177	86	101	97	22	63	225	80	1019	607
SPACE ACADEMY	7	176	192	A	7.9	28	576	1908	303	143^	353	222	302	196^	25v	38v	294	204^	240	200^	LT	16v	283	147^	978	469
SAT. 11.30A 30 CBS CL		92	98	B	7.6	28	554	1852	321	124	350	222	298	191	30	48	284	176	224	163	16	41	330	167	888	466
SPACE SENTINELS	16	200	199	A	3.7	20	270	1644	218^	19v	218^	93v	199^	184^	LT	19v	152^	56v	78v	104v	29v	48v	111v	LT	1163	670
SAT. 9.00A 30 NBC CA		98	98	B	4.5	21	328	1837	238	75	256	147	193	165	18	39	178	99	131	103	24	33	222	81	1181	718
SUN BOWL GAME(S)		192		A	12.4	36	904	1530	345	117^	361	89^	110^	113^	75^	196^	955	375	545	490	116^	306	91^	19v	123^	104^
1 SAT. 1.30P 189 CBS SE		97																								
1.30 - 2.00				A	9.3	30	678	1630	279^	115^	279^	116^	132^	36v	79v	127^	793	400	466	385	89^	203^	136^	51v	422	304^
2.00 - 2.30				A	11.3	35	824	1527	368	118^	368	123^	137^	107^	76^	168^	962	423	559	521	108^	267^	37v	16v	160^	131^
2.30 - 3.00				A	12.1	36	882	1525	394	147^	407	123^	142^	145^	80^	195^	982	407	556	540	134^	290	71^	13v	65v	51v
3.00 - 3.30				A	11.5	34	838	1536	362	127^	373	89^	89^	118^	65v	215^	976	357	556	507	112^	317	111^	13v	76^	76^
3.30 - 4.00				A	14.7	42	1072	1532	348	113^	360	70^	95^	117^	73^	213^	1005	377	581	508	110^	335	100^	10v	67^	67^
4.00 - 4.30				A	14.9	41	1086	1511	309	85^	349	45v	88^	121^	68^	208^	979	331	538	476	128^	368	106^	20v	77^	77^
SUPERSTARS, THE	1		173	A	10.4	28	758	1937	506	153^	599	289^	380	343	51v	169^	734	372	508	406	59v	184^	298^	70v	306^	176^
2 SUN. 2.00P 75 ABC SE			94	B	10.4	28	758	1937	506	153	599	289	380	343	51	169	734	372	508	406	59	184	298	70	306	176
2.00 - 2.30				A	8.7	24	634	2087	540	128^	630	307^	403	363^	59v	171^	764	353^	505	419	69v	221^	351^	84v	342^	196^
2.30 - 3.00				A	10.8	28	787	1878	510	160^	604	293^	373	350	52v	172^	695	353	488	400	48v	169^	300	74v	279^	153^
SUPERWITCH	16	201	203	A	2.9	13	211	1488	180^	57v	185^	42v	124v	100v	LT	61v	265^	109v	161^	122v	39v	76v	137v	33v	901	474^
SAT. 9.30A 30 NBC CA		98	99	B	3.8	16	277	1702	259	89	276	151	197	148	21	57	187	102	134	99	31	46	220	113	1019	539

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.
WEEKEND DAYTIME CONT'D										
THUNDER	16	203	207	A	4.6	17	335	1573	323^	122^
SAT. 11.00A 30 NBC CL		99	99	B	4.3	17	313	1708	390	133
TUCSON OPEN GOLF-SAT.(S)			160	A	5.5	13	401	1668	516^	134v
2 SAT. 5.12P 78 NBC SE			88							
5.30 - 6.00				A	4.9	12	357	1574	448^	79v
6.00 - 6.30				A	6.2	14	452	1847	617	234^
TUCSON OPEN GOLF-SUN.(S)			189	A	7.4	15	539	1683	581	264^
2 SUN. 4.12P 113 NBC SE			94							
4.30 - 5.00				A	7.0	15	510	1690	614	300^
5.00 - 5.30				A	7.7	16	561	1701	595	260^
5.30 - 6.00				A	7.5	15	547	1737	568	270^
WACKO	6	58	61	A	1.1	8	80	1438^	263v	225v
SUN. 9.30A 30 CBS CL		55	56	B	1.5	10	109	1798	339	156
WHAT'S NEW, MISTER MAGOO	3		163	A	6.6	24	481	1778	307^	197^
2 SAT. 1.00P 30 CBS CA			82	B	6.1	21	445	1719	355	118

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM	KEY	WOMEN TOTAL	18-34	18-49	25-54	55-64	55+	MEN TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL	FEM.	CHILDREN (2-11) TOTAL	6-11
THUNDER	A	323^	131^	220^	173^	38v	93^	308^	149^	149^	47v	30v	138^	118^	24v	824	484
	B	440	247	336	226	38	85	298	156	193	126	45	93	233	105	737	432
TUCSON OPEN GOLF-SAT.(S)	A	598	192^	294^	229^	55v	247^	882	242^	463^	350^	255^	392^	165^	LT	23v	LT
5.30 - 6.00	A	504^	139v	227^	190^	51v	200^	925	236^	493^	355^	333^	432^	145v	LT	LT	LT
6.00 - 6.30	A	747	278^	401^	309^	66v	303^	894	262^	465^	371^	209^	383^	168^	LT	38v	LT
TUCSON OPEN GOLF-SUN.(S)	A	626	44v	155^	266^	160^	359^	901	200^	337^	367^	232^	475	125^	31v	31v	30v
4.30 - 5.00	A	647	50v	159^	260^	176^	387^	910	187^	314^	375^	261^	495	106v	16v	27v	27v
5.00 - 5.30	A	627	35v	146^	265^	162^	362^	907	209^	344^	366^	243^	480	137^	28v	30v	30v
5.30 - 6.00	A	632	50v	168^	297^	149^	335^	931	219^	375^	370^	203^	477	150^	46v	24v	24v
WACKO	A	325v	225v	262v	175v	LT	LT	138v	LT	LT	LT	100v	100v	62v	LT	913^	513^
	B	414	267	303	313	LT	LT	221	74	174	136	47	47	90	54	1073	652
WHAT'S NEW, MISTER MAGOO	A	327^	273^	273^	214^	32v	32v	220^	220^	220^	44v	LT	LT	351^	113v	880	341^
	B	374	232	282	217	39	56	211	151	158	86	LT	26	347	202	787	321

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. MON. DEC. 26, 1977

WEEK 1

ABC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					16,840				20,340							
TOTAL AUDIENCE (%)					23.1				27.9							
Program					Lucan (OP)				ABC Monday Night Movie "THE MACAHANS" (9:00-11:00PM)(R)							
AVERAGE AUDIENCE (Households (000))					13,120				14,430							
AVERAGE AUDIENCE (%)					18.0	16.9*		19.2*	19.8	19.2*		20.4*		20.1*		19.6*
SHARE OF AUDIENCE %					28	27 *		30 *	33	31 *		33 *		34 *		34 *
AVG. AUD. BY ¼ HR. %					15.9	17.9	18.6	19.7	18.5	20.0	20.3	20.5	20.3	19.9	19.8	19.3

CBS TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))							16,620		17,200				14,220			
TOTAL AUDIENCE (%)							22.8		23.6				19.5			
Program	CBS NFL Playoff Game 2 "MINNESOTA VS. LOS ANGELES" (6:00-8:44PM)							(1) (OP)	60 Minutes (9:00-10:00PM)				Switch			
AVERAGE AUDIENCE (Households (000))							15,890		12,680				11,370			
AVERAGE AUDIENCE (%)							21.8		17.4	17.7*		17.2*	15.6	15.3*		15.9*
SHARE OF AUDIENCE %							35		28	28 *		28 *	27	26 *		27 *
AVG. AUD. BY ¼ HR. %							24.5	21.6	18.5	16.9	17.1	17.2	15.1	15.5	15.8	16.1

NBC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					15,240				20,780							
TOTAL AUDIENCE (%)					20.9				28.5							
Program					Little House On The Prairie (R) (OP)				NBC Monday Night Movies "CHRISTMAS MIRACLE IN CAUFIELD, U.S.A." (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000))					12,100				14,870							
AVERAGE AUDIENCE (%)					16.6	15.6*		17.5*	20.4	19.6*		20.1*		21.2*		20.5*
SHARE OF AUDIENCE %					26	25 *		27 *	34	31 *		32 *		36 *		35 *
AVG. AUD. BY ¼ HR. %					15.1	16.2	16.8	18.2	19.2	20.0	19.9	20.3	21.2	21.2	21.1	19.9

WEEK 2

ABC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					21,140				25,220							
TOTAL AUDIENCE (%)					29.0				34.6							
Program					Lucan (OP)				ABC Theatre "BREAKING UP" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000))					16,840				20,340							
AVERAGE AUDIENCE (%)					23.1	21.1*		25.2*	27.9	27.3*		28.5*		28.3*		27.5*
SHARE OF AUDIENCE %					32	29 *		35 *	40	38 *		40 *		41 *		42 *
AVG. AUD. BY ¼ HR. %					19.1	23.1	24.5	25.9	27.2	27.3	28.1	28.8	28.5	28.2	28.2	26.8

CBS TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					12,170				12,830		12,170		12,980			
TOTAL AUDIENCE (%)					16.7				17.6		16.7		17.8			
Program					Logan's Run (OP)				Maude		Betty White Show		Switch			
AVERAGE AUDIENCE (Households (000))					8,890				11,370		10,940		11,450			
AVERAGE AUDIENCE (%)					12.2	11.3*		13.2*	15.6		15.0		15.7	15.5*		15.9*
SHARE OF AUDIENCE %					17	16 *		18 *	22		21		23	22 *		24 *
AVG. AUD. BY ¼ HR. %					10.7	11.9	12.9	13.4	14.8	16.3	14.8	15.1	15.1	16.0	16.4	15.5

NBC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))						32,950										
TOTAL AUDIENCE (%)						45.2										
Program						Orange Bowl Game "OKLAHOMA VS. ARKANSAS" (8:15-11:42PM) (OP)										
AVERAGE AUDIENCE (Households (000))						20,190										
AVERAGE AUDIENCE (%)						27.7		28.6*		27.9*		26.1*		25.8*		27.4*
SHARE OF AUDIENCE %						41		40 *		39 *		37 *		37 *		40 *
AVG. AUD. BY ¼ HR. %						30.2	28.8	28.4	28.6	27.3	26.8	25.4	25.7	26.0	26.9	27.9

TV HOUSEHOLDS USING TV (See Def. 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	59.8	60.3	61.5	62.4	62.9	63.5	64.2	63.4	62.6	62.9	62.3	62.3	59.6	59.2	58.7	57.2
WK 2	68.7	69.5	69.9	70.6	71.3	72.0	72.6	72.5	72.5	72.2	70.9	70.5	69.6	68.9	67.3	64.4

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. MON. JAN. 2, 1977

(1) "CBS NFL PLAYOFF POST 2", CBS, (8:44-9:00PM)(S).

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. TUE. DEC. 27, 1977 (WEEK 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)					25,520 35.0		25,950 35.6		19,900 27.3		16,180 22.2		16,480 22.6			
Program					Happy Days (R)		Laverne and Shirley		Three's Company (R)		Soap	(OP)	← Family (R) →			
AVERAGE AUDIENCE (Households (000) & %)					23,180 31.8		24,490 33.6		18,300 25.1		14,800 20.3		13,920 19.1	18.8*		19.4*
SHARE OF AUDIENCE %					51		52		38		32		33	32 *		34 *
AVG. AUD. BY ¼ HR. %					29.9	33.7	33.5	33.6	25.2	25.0	20.6	20.0	19.0	18.6	19.3	19.4
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					10,500 14.4				16,550 22.7		18,230 25.0		17,710 24.3			
Program					← CBS Reports "THE ALIENS" (8:00-9:00PM) →			(OP)	M*A*S*H (R)		One Day at a Time		← Lou Grant (R) →			
AVERAGE AUDIENCE (Households (000) & %)					8,020 11.0	11.1*		10.9*	14,940 20.5		16,690 22.9		14,800 20.3	20.4*		20.3*
SHARE OF AUDIENCE %					17	18 *		17 *	31		36		35	34 *		36 *
AVG. AUD. BY ¼ HR. %					11.4	10.7	10.8	11.0	19.9	21.1	22.7	23.1	20.1	20.7	20.5	20.0
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					14,650 20.1						16,400 22.5					
Program					← Pine Canyon is Burning (8:00-9:30PM) (R)		(OP) →				← Movie of the Week "TERRACES" (9:30-11:00PM) (R) →					
AVERAGE AUDIENCE (Households (000) & %)					9,910 13.6	11.9*		14.1*		14.7*	10,060 13.8	13.6*		14.1*		13.7*
SHARE OF AUDIENCE %					21	19 *		22 *		22 *	23	21 *		24 *		24 *
AVG. AUD. BY ¼ HR. %					11.8	12.1	13.6	14.5	14.8	14.7	14.3	12.9	14.3	14.0	14.0	13.4

EVE. TUE. JAN. 3, 1978 (WEEK 2)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)					27,480 37.7		25,440 34.9		22,670 31.1		18,880 25.9		18,300 25.1			
Program					Happy Days		Fish (8:30-9:00PM)		Three's Company		Soap	(OP)	← Family →			
AVERAGE AUDIENCE (Households (000) & %)					25,000 34.3		23,910 32.8		21,430 29.4		17,500 24.0		15,450 21.2	21.1*		21.2*
SHARE OF AUDIENCE %					50		47		42		35		35	34 *		36 *
AVG. AUD. BY ¼ HR. %					33.3	35.3	32.8	32.8	28.8	30.0	24.4	23.6	21.2	21.0	21.4	21.0
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					13,120 18.0				18,150 24.9		19,390 26.6		20,850 28.6			
Program					← The Fitzpatricks →			(OP)	M*A*S*H		One Day at a Time		← Lou Grant →			
AVERAGE AUDIENCE (Households (000) & %)					9,150 12.6	11.0*		14.1*	16,910 23.2		17,860 24.5		17,860 24.5	24.8*		24.3*
SHARE OF AUDIENCE %					18	16 *		20 *	33		36		40	40 *		41 *
AVG. AUD. BY ¼ HR. %					11.1	11.0	13.4	14.9	23.1	23.3	24.2	24.8	24.8	24.7	24.9	23.7
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					20,920 28.7											
Program					← (OP) NBC Reports "MEDICINE IN AMERICA" (8:00-11:00PM) →											
AVERAGE AUDIENCE (Households (000) & %)					10,500 14.4	15.9*		16.7*		13.8*		15.0*		13.3*		11.5*
SHARE OF AUDIENCE %					22	23 *		24 *		20 *		22 *		21 *		20 *
AVG. AUD. BY ¼ HR. %					15.8	16.1	16.9	16.4	14.1	13.5	15.1	14.8	13.7	12.8	11.9	11.2

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	56.0	57.6	58.5	59.1	61.0	63.6	64.7	65.4	65.9	66.0	64.8	62.8	59.7	58.8	57.7	55.6
WK 2	59.3	61.4	62.9	65.9	67.8	68.9	69.3	70.4	70.2	70.5	68.9	67.3	63.3	61.7	60.1	57.2

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. TUE. JAN. 3, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. DEC. 28, 1977

WEEK 1

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)									21,290 29.2							
ABC TV program					Carter Interview-ABC (8:00-9:00PM)(SUS.)			(OP)	Charlie's Angels (R)							
AVERAGE AUDIENCE (Households (000) & %)									15,380 21.1	19.6*		21.1*		22.3*		21.5*
SHARE OF AUDIENCE %									34	31 *		33 *		36 *		37 *
AVG. AUD. BY ¼ HR. %									18.6	20.5	20.9	21.3	22.4	22.1	22.4	20.6
CBS TV TOTAL AUDIENCE (Households (000) & %)									21,000 28.8							
CBS TV program					Carter Interview-CBS (8:00-9:00PM)(SUS.)			(OP)	CBS Wednesday Night Movie "TARANTULAS: THE DEADLY CARGO" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)									14,870 20.4	19.2*		20.2*		21.8*		20.4*
SHARE OF AUDIENCE %									33	31 *		32 *		35 *		35 *
AVG. AUD. BY ¼ HR. %									18.7	19.8	20.1	20.2	21.9	21.7	21.0	19.8
NBC TV TOTAL AUDIENCE (Households (000) & %)									15,160 20.8				12,250 16.8			
NBC TV program					Carter Interview-NBC (8:00-9:00PM)(SUS.)			(OP)	Black Sheep Squadron				Police Woman			
AVERAGE AUDIENCE (Households (000) & %)									12,250 16.8	16.3*		17.3*	10,210 14.0	13.8*		14.2*
SHARE OF AUDIENCE %									27	26 *		27 *	23	22 *		24 *
AVG. AUD. BY ¼ HR. %									16.0	16.6	17.4	17.2	13.7	13.8	14.2	14.1

WEEK 2

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					21,360 29.3				19,100 26.2				12,610 17.3			
ABC TV program					That Thing on ABC (8:00-9:00PM)				Charlie's Angels			(OP)	Baretta			
AVERAGE AUDIENCE (Households (000) & %)					16,260 22.3	22.2*		22.3*	16,330 22.4	22.5*		22.2*	9,620 13.2	14.0*		12.5*
SHARE OF AUDIENCE %					34	34 *		33 *	34	34 *		34 *	22	23 *		22 *
AVG. AUD. BY ¼ HR. %					22.6	21.8	22.5	22.0	21.8	23.2	22.7	21.7	14.5	13.6	12.6	12.3
CBS TV TOTAL AUDIENCE (Households (000) & %)					15,310 21.0		13,050 17.9		24,280 33.3							
CBS TV program					Good Times		Szysznyk	(OP)	CBS Wednesday Night Movie "THE GREAT SCOUT AND CATHOUSE THURSDAY" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)					13,410 18.4		11,370 15.6		17,350 23.8	21.8*		22.4*		25.7*		25.2*
SHARE OF AUDIENCE %					29		23		38	33 *		34 *		42 *		44 *
AVG. AUD. BY ¼ HR. %					17.9	18.9	15.0	16.1	21.8	21.7	22.1	22.6	25.9	25.5	25.8	24.6
NBC TV TOTAL AUDIENCE (Households (000) & %)					17,640 24.2				13,920 19.1				15,090 20.7			
NBC TV program					Life and Times of Grizzly Adams			(OP)	Black Sheep Squadron				Police Woman			
AVERAGE AUDIENCE (Households (000) & %)					13,920 19.1	17.4*		20.8*	11,370 15.6	15.4*		15.8*	11,740 16.1	16.2*		16.1*
SHARE OF AUDIENCE %					29	27 *		31 *	24	24 *		24 *	27	26 *		28 *
AVG. AUD. BY ¼ HR. %					16.3	18.4	20.5	21.2	15.6	15.2	15.4	16.2	16.6	15.7	16.2	15.9

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	57.4	58.7	59.7	61.1	60.4	60.5	60.8	61.6	62.3	63.0	63.4	62.8	62.2	61.5	60.4	57.0
WK 2	50.8	61.4	62.3	62.7	63.4	65.5	66.4	67.3	65.6	65.3	65.3	65.4	62.7	60.3	58.7	56.2

U. S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. WED. JAN. 4, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. THU. DEC. 29, 1977

WEEK 1

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))	16,180		16,040		17,640		15,530		11,150			
TOTAL AUDIENCE (%)	22.2		22.0		24.2		21.3		15.3			
Program	Welcome Back, Kotter (R)		What's Happening (R) (OP)		Barney Miller (R)		Carter Country (R)		← Redd Foxx Show →			
AVERAGE AUDIENCE (Households (000))	14,650		14,940		16,400		14,510		8,530			
AVERAGE AUDIENCE (%)	20.1		20.5		22.5		19.9		11.7	12.6*		10.8*
SHARE OF AUDIENCE %	32		33		36		32		20	21 *		19 *
AVG. AUD. BY ¼ HR. %	19.7	20.5	19.8	21.1	22.2	22.8	20.1	19.8	12.7	12.5	11.1	10.5
CBS TV TOTAL AUDIENCE (Households (000))	16,620				18,230				18,740			
TOTAL AUDIENCE (%)	22.8				25.0				25.7			
Program	← The Waltons (R) → (OP)				← Hawaii Five-0 →				← Barnaby Jones →			
AVERAGE AUDIENCE (Households (000))	13,630				15,450				16,110			
AVERAGE AUDIENCE (%)	18.7	18.0*		19.3*	21.2	20.5*		21.9*	22.1	21.9*		22.4*
SHARE OF AUDIENCE %	30	29 *		31 *	34	32 *		35 *	38	37 *		40 *
AVG. AUD. BY ¼ HR. %	17.8	18.3	19.5	19.1	19.8	21.1	22.1	21.8	21.7	22.2	22.7	22.0
NBC TV TOTAL AUDIENCE (Households (000))	15,820				13,630				15,750			
TOTAL AUDIENCE (%)	21.7				18.7				21.6			
Program	← Chips (R) → (OP)				← James at 15 →				← What Really Happened to the Class of '65 →			
AVERAGE AUDIENCE (Households (000))	12,390				11,450				13,490			
AVERAGE AUDIENCE (%)	17.0	16.6*		17.4*	15.7	15.3*		16.1*	18.5	18.4*		18.7*
SHARE OF AUDIENCE %	27	27 *		28 *	25	24 *		26 *	32	31 *		33 *
AVG. AUD. BY ¼ HR. %	16.3	16.9	17.6	17.2	15.3	15.4	16.1	16.1	18.3	18.4	18.5	18.8

WEEK 2

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))	17,860		17,500		19,460		17,060		12,100			
TOTAL AUDIENCE (%)	24.5		24.0		26.7		23.4		16.6			
Program	Welcome Back, Kotter		What's Happening		Barney Miller		Carter Country (OP)		← Redd Foxx Show →			
AVERAGE AUDIENCE (Households (000))	16,180		16,260		17,640		15,970		8,750			
AVERAGE AUDIENCE (%)	22.2		22.3		24.2		21.9		12.0	12.9*		11.0*
SHARE OF AUDIENCE %	34		33		36		33		21	21 *		20 *
AVG. AUD. BY ¼ HR. %	21.8	22.6	21.7	22.9	24.5	23.9	21.9	21.9	13.4	12.4	11.5	10.6
CBS TV TOTAL AUDIENCE (Households (000))	18,520				18,520				18,300			
TOTAL AUDIENCE (%)	25.4				25.4				25.1			
Program	← The Waltons → (OP)				← Hawaii Five-0 →				← Barnaby Jones →			
AVERAGE AUDIENCE (Households (000))	15,380				16,400				16,180			
AVERAGE AUDIENCE (%)	21.1	20.4*		21.7*	22.5	22.1*		23.0*	22.2	22.3*		22.0*
SHARE OF AUDIENCE %	32	31 *		32 *	34	33 *		35 *	38	37 *		39 *
AVG. AUD. BY ¼ HR. %	19.8	21.1	21.5	21.9	21.4	22.7	23.3	22.7	22.2	22.5	22.4	21.6
NBC TV TOTAL AUDIENCE (Households (000))	16,330				13,190				16,180			
TOTAL AUDIENCE (%)	22.4				18.1				22.2			
Program	← Chips → (OP)				← James at 15 →				← What Really Happened to the Class of '65 →			
AVERAGE AUDIENCE (Households (000))	13,120				10,420				14,220			
AVERAGE AUDIENCE (%)	18.0	17.5*		18.5*	14.3	14.3*		14.4*	19.5	19.5*		19.4*
SHARE OF AUDIENCE %	27	27 *		28 *	22	21 *		22 *	33	32 *		34 *
AVG. AUD. BY ¼ HR. %	17.2	17.8	18.8	18.1	14.6	14.0	14.2	14.6	19.3	19.7	19.5	19.3

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	57.1	59.2	59.6	61.6	61.7	62.7	62.9	62.9	62.6	63.9	63.0	62.4	59.8	59.5	57.7	55.2
WK 2	59.5	61.6	62.8	64.3	64.3	65.9	66.5	67.5	67.1	66.7	65.9	65.5	60.7	60.0	57.7	54.8

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. DEC. 30, 1977

WEEK 1

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))					14,730				20,480							
TOTAL AUDIENCE (%)					20.2				28.1							
Program					←Donny and Marie (R)→ (OP)				← Gator Bowl Football Game "PITTSBURGH VS. CLEMSON" (9:00-12:10AM) (1)							
AVERAGE AUDIENCE (Households (000))					11,520				10,280							
AVERAGE AUDIENCE (%)					15.8	15.2*		16.5*	14.1	14.8*		15.4*		15.4*		13.6*
SHARE OF AUDIENCE %					27	26 *		28 *	26	26 *		26 *		27 *		24 *
AVG. AUD. BY ¼ HR. %					15.0	15.3	16.8	16.1	14.7	14.9	15.3	15.5	15.6	15.1	13.5	13.7
CBS TV																
TOTAL AUDIENCE (Households (000))					15,750				21,720							
TOTAL AUDIENCE (%)					21.6				29.8							
Program					←Wonder Woman→ (OP)				←CBS Friday Night Movie→ "ZORRO" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000))					12,390				15,530							
AVERAGE AUDIENCE (%)					17.0	15.8*		18.2*	21.3	21.4*		20.5*		21.4*		22.0*
SHARE OF AUDIENCE %					29	27 *		31 *	37	36 *		35 *		37 *		39 *
AVG. AUD. BY ¼ HR. %					15.1	16.5	17.7	18.7	21.8	21.0	20.6	20.4	21.1	21.8	22.2	21.8
NBC TV																
TOTAL AUDIENCE (Households (000))					12,830		9,910		17,420				17,060			
TOTAL AUDIENCE (%)					17.6		13.6		23.9				23.4			
Program					C.P.O. Sharkey		Chico and The Man	(OP)	←Rockford Files (R)→				←Quincy, M.E. (R)→			
AVERAGE AUDIENCE (Households (000))					11,520		9,110		13,410				14,730			
AVERAGE AUDIENCE (%)					15.8		12.5		18.4	17.4*		19.3*	20.2	19.9*		20.5*
SHARE OF AUDIENCE %					27		21		31	29 *		33 *	35	34 *		36 *
AVG. AUD. BY ¼ HR. %					15.8	15.7	12.6	12.5	16.8	18.1	18.9	19.7	19.5	20.2	20.7	20.3

WEEK 2

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))					19,830				19,680							
TOTAL AUDIENCE (%)					27.2				27.0							
Program					←Donny and Marie→ (OP)				←ABC Friday Night Movie→ "WALKING TALL-Pt. II" (9:00-11:00PM)(R)							
AVERAGE AUDIENCE (Households (000))					15,020				13,850							
AVERAGE AUDIENCE (%)					20.6	19.9*		21.3*	19.0	18.5*		18.0*		19.9*		19.7*
SHARE OF AUDIENCE %					33	33 *		34 *	31	29 *		29 *		32 *		33 *
AVG. AUD. BY ¼ HR. %					19.9	19.9	21.2	21.5	18.8	18.1	18.0	18.0	20.0	19.8	20.2	19.2
CBS TV																
TOTAL AUDIENCE (Households (000))					17,570				20,780							
TOTAL AUDIENCE (%)					24.1				28.5							
Program					←Wonder Woman→ (OP)				←CBS Friday Night Movie→ "FOREVER" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000))					13,630				15,090							
AVERAGE AUDIENCE (%)					18.7	17.3*		20.1*	20.7	21.2*		20.4*		20.6*		20.6*
SHARE OF AUDIENCE %					30	29 *		32 *	33	34 *		32 *		33 *		34 *
AVG. AUD. BY ¼ HR. %					16.8	17.8	19.8	20.4	21.1	21.2	20.5	20.4	20.8	20.5	20.7	2C.6
NBC TV																
TOTAL AUDIENCE (Households (000))					13,120		10,570		16,770				15,600			
TOTAL AUDIENCE (%)					18.0		14.5		23.0				21.4			
Program					C.P.O. Sharkey		Chico And The Man	(OP)	←Rockford Files→				←Quincy, M.E.→			
AVERAGE AUDIENCE (Households (000))					11,590		9,770		14,140				13,850			
AVERAGE AUDIENCE (%)					15.9		13.4		19.4	18.5*		20.2*	19.0	19.0*		19.0*
SHARE OF AUDIENCE %					26		22		31	29 *		32 *	31	30 *		31 *
AVG. AUD. BY ¼ HR. %					15.8	15.9	13.1	13.8	17.9	19.2	20.1	20.4	18.9	19.1	19.0	19.0

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	54.6	55.8	58.1	59.4	58.8	59.1	58.2	59.1	58.9	59.1	58.8	59.2	58.1	57.7	57.2	56.5
WK 2	56.0	57.1	58.1	59.1	60.3	61.1	61.7	62.8	62.8	62.8	62.9	63.0	62.6	62.1	61.3	59.8

U. S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. FRI. JAN. 6, 1978

(1) FOR REMAINING RATINGS, SEE OP PAGES.

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. SAT. DEC. 31, 1977 (WEEK 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					15,310				14,650				14,800			
TOTAL AUDIENCE (%)					21.0				20.1				20.3			
Program					← Tabitha →				← Starsky & Hutch (R) → (OP)				← Love Boat (R) →			
AVERAGE AUDIENCE (Households (000))					11,300				11,880				12,470			
AVERAGE AUDIENCE (%)					15.5	14.4*		16.6*	16.3	15.3*		17.3*	17.1	17.5*		16.7*
SHARE OF AUDIENCE %					30	28 *		33 *	33	30 *		35 *	36	37 *		36 *
AVG. AUD. BY ¼ HR. %					14.1	14.8	16.5	16.8	15.2	15.4	17.0	17.5	17.8	17.1	16.8	16.5
CBS TV TOTAL AUDIENCE (Households (000))					11,080		9,550		13,190		12,030		11,740			
TOTAL AUDIENCE (%)					15.2		13.1		18.1		16.5		16.1			
Program					Bob Newhart Show (R)		We've Got Each Other	(OP)	The Jeffersons (R)		Tony Randall Show (R)		← Kojak (R) →			
AVERAGE AUDIENCE (Households (000))					9,700		8,680		12,100		10,640		9,110			
AVERAGE AUDIENCE (%)					13.3		11.9		16.6		14.6		12.5	12.2*		12.7*
SHARE OF AUDIENCE %					26		23		33		30		27	26 *		27 *
AVG. AUD. BY ¼ HR. %					13.0	13.6	12.0	11.7	16.1	17.1	14.4	14.7	12.3	12.1	12.3	13.1
NBC TV TOTAL AUDIENCE (Households (000))					11,520				9,840							
TOTAL AUDIENCE (%)					15.8				13.5							
Program					← Orange Bowl Parade (8:00-9:00PM) → (OP)				← NBC Saturday Night at the Movies → "COME BACK, LITTLE SHEBA" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000))					8,680				6,050							
AVERAGE AUDIENCE (%)					11.9	11.8*		11.9*	8.3	8.3*		8.2*		8.8*		7.9*
SHARE OF AUDIENCE %					23	23 *		23 *	17	16 *		17 *		19 *		17 *
AVG. AUD. BY ¼ HR. %					11.9	11.7	12.1	11.7	8.9	7.7	8.4	8.1	8.8	8.8	8.5	7.3

EVE. SAT. JAN. 7, 1978 (WEEK 2)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					13,410		14,800		16,770				19,760			
TOTAL AUDIENCE (%)					18.4		20.3		23.0				27.1			
Program					Tabitha		Operation Petticoat		← Starsky & Hutch → (OP)				← Love Boat →			
AVERAGE AUDIENCE (Households (000))					11,880		13,270		14,140				17,200			
AVERAGE AUDIENCE (%)					16.3		18.2		19.4	18.2*		20.6*	23.6	23.4*		23.8*
SHARE OF AUDIENCE %					28		30		32	29 *		34 *	40	39 *		40 *
AVG. AUD. BY ¼ HR. %					15.9	16.7	17.6	18.7	17.7	18.8	20.2	21.0	23.1	23.6	24.2	23.4
CBS TV TOTAL AUDIENCE (Households (000))					13,780		11,740		17,060		14,510		13,050			
TOTAL AUDIENCE (%)					18.9		16.1		23.4		19.9		17.9			
Program					Bob Newhart Show		We've Got Each Other	(OP)	The Jeffersons		Tony Randall Show		← Kojak →			
AVERAGE AUDIENCE (Households (000))					12,680		10,860		15,820		13,270		11,740			
AVERAGE AUDIENCE (%)					17.4		14.9		21.7		18.2		16.1	16.1*		16.1*
SHARE OF AUDIENCE %					30		25		35		30		27	27 *		27 *
AVG. AUD. BY ¼ HR. %					17.3	17.4	15.1	14.7	21.4	22.0	18.2	18.2	15.9	16.2	16.2	16.0
NBC TV TOTAL AUDIENCE (Households (000))					16,620				15,970							
TOTAL AUDIENCE (%)					22.8				21.9							
Program					← Bionic Woman → (OP)				← NBC Saturday Night at the Movies → "EMERGENCY: THE STEEL INFERNO" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000))					12,760				12,170							
AVERAGE AUDIENCE (%)					17.5	16.1*		19.0*	16.7	15.6*		17.1*		17.2*		16.7*
SHARE OF AUDIENCE %					29	27 *		32 *	28	25 *		28 *		29 *		28 *
AVG. AUD. BY ¼ HR. %					15.7	16.5	18.6	19.4	15.6	15.7	17.0	17.1	17.2	17.2	17.1	16.4

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	50.2	50.9	50.6	51.0	51.1	51.3	50.7	50.6	50.6	50.5	49.1	48.9	47.9	47.2	47.1	45.6
WK 2	55.7	56.8	57.6	58.5	58.6	58.6	59.8	60.8	61.4	62.3	60.7	61.0	60.4	60.1	59.8	57.9

U.S. TV Households: 72,900,000   * Half-hour ratings (for immediately preceding and subject quarter-hours).   (R) Repeat, see page B.   (OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

WEEK 1

ABC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	12,170				17,280				24,570							
TOTAL AUDIENCE (%)	16.7				23.7				33.7							
Program	Hardy Boys/Nancy Drew Mysteries "NANCY DREW"				Six Million Dollar Man (OP)				ABC Sunday Night Movie "SERPICO" (9:00-11:32PM) (R)							
AVERAGE AUDIENCE (Households (000))	9,620				12,830				15,890							
AVERAGE AUDIENCE (%)	13.2	12.2*		14.2*	17.6	15.6*		19.6*	21.8	19.9*		22.9*		22.0*		21.6*
SHARE OF AUDIENCE %	21	20 *		22 *	26	23 *		29 *	34	29 *		34 *		34 *		35 *
AVG. AUD. BY ¼ HR. %	11.4	13.0	14.1	14.4	14.7	16.5	18.8	20.4	18.6	21.3	22.7	23.1	22.0	22.0	21.8	21.3

CBS TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))							22,090	27,260				19,680		20,780		
TOTAL AUDIENCE (%)							30.3	37.4				27.0		28.5		
Program	CBS NFL Championship Game "MINNESOTA VS. DALLAS" (5:00-8:41PM)(1)							(2) 60 Minutes (8:49-9:49PM)(1)			(OP)	Alice (9:49-10:19PM) (1)		Carol Burnett Show (10:19-11:19PM)		
AVERAGE AUDIENCE (Households (000))							20,700	20,560				17,570		15,890		
AVERAGE AUDIENCE (%)		34.6*		36.2*		37.4*	28.4	28.2		29.5*		24.1		21.8		21.8*
SHARE OF AUDIENCE %		58 *		57 *		56 *	43	42		44 *		37		35		34 *
AVG. AUD. BY ¼ HR. %	34.8	34.5	35.5	36.9	37.7	37.0	29.2	28.2	31.2	27.9	26.4	23.7	24.4	21.9	21.5	22.2

NBC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	18,440								19,540							
TOTAL AUDIENCE (%)	25.3								26.8							
Program	Wonderful World of Disney "SPY-BUSTERS" (R) (OP)								Four Feathers (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000))	9,910								13,410							
AVERAGE AUDIENCE (%)	13.6	12.4*		13.0*		13.8*		15.2*	18.4	16.1*		17.9*		19.5*		19.9*
SHARE OF AUDIENCE %	21	20 *		20 *		20 *		23 *	28	24 *		27 *		30 *		32 *
AVG. AUD. BY ¼ HR. %	12.2	12.5	12.7	13.3	14.1	13.6	14.7	15.7	15.9	16.3	17.5	18.4	19.6	19.4	20.1	19.7

WEEK 2

ABC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	17,200				20,120				29,380							
TOTAL AUDIENCE (%)	23.6				27.6				40.3							
Program	Hardy Boys/Nancy Drew Mysteries "HARDY BOYS" (OP)				Six Million Dollar Man (OP)				ABC Sunday Night Movie "NASHVILLE" (9:00-12:15AM)							
AVERAGE AUDIENCE (Households (000))	14,000				16,840				13,270							
AVERAGE AUDIENCE (%)	19.2	18.2*		20.1*	23.1	22.1*		24.0*	18.2	24.0*		21.1*		19.9*		17.7*
SHARE OF AUDIENCE %	28	27 *		28 *	32	31 *		33 *	31	32 *		29 *		29 *		29 *
AVG. AUD. BY ¼ HR. %	18.1	18.4	19.5	20.7	21.7	22.6	23.8	24.3	24.9	23.1	21.6	20.6	20.6	19.2	18.4	17.0

CBS TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	24,130				17,200		15,970		21,210		21,210		19,250			
TOTAL AUDIENCE (%)	33.1				23.6		21.9		29.1		29.1		26.4			
Program	60 Minutes				Rhoda		On Our Own (OP)		All In The Family		Alice		Carol Burnett Show			
AVERAGE AUDIENCE (Households (000))	20,480				15,820		14,650		18,950		19,760		15,530			
AVERAGE AUDIENCE (%)	28.1	27.7*		28.4*	21.7		20.1		26.0		27.1		21.3	22.6*		20.1*
SHARE OF AUDIENCE %	41	41 *		40 *	30		27		35		37		33	33 *		33 *
AVG. AUD. BY ¼ HR. %	27.0	28.4	28.7	28.2	21.6	21.7	20.1	20.1	24.1	27.9	27.1	27.0	22.7	22.5	20.6	19.5

NBC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	16,620				26,680						21,940					
TOTAL AUDIENCE (%)	22.8				36.6						30.1					
Program	Wonderful World of Disney "THREE ON THE RUN"				Bob Hope Special (8:00-9:30PM)					(OP)	Big Event "NASHVILLE REMEMBERS ELVIS ON HIS BIRTHDAY" (9:30-11:00PM)					
AVERAGE AUDIENCE (Households (000))	13,710				18,370						16,840					
AVERAGE AUDIENCE (%)	18.8	17.8*		19.9*	25.2	25.0*		27.2*		23.4*	23.1	22.7*		24.0*		22.6*
SHARE OF AUDIENCE %	27	26 *		28 *	34	35 *		37 *		31 *	34	31 *		35 *		37 *
AVG. AUD. BY ¼ HR. %	17.2	18.3	19.1	20.6	24.6	25.5	27.1	27.3	24.3	22.4	22.4	22.9	24.5	23.6	22.9	22.4

TV HOUSEHOLDS USING TV (See Def. 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	61.2	62.5	63.7	65.3	67.3	68.1	67.8	67.2	68.4	68.5	67.6	66.6	64.8	63.4	62.6	61.3
WK 2	66.8	68.6	70.1	71.6	71.2	72.3	72.8	73.7	74.5	74.3	73.0	72.9	70.1	67.7	63.3	60.0

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR REMAINING RATINGS, SEE OP PAGES.
(2) "CBS NFL CHAMPIONSHIP POST", CBS, (8:41-8:49PM)(5).

SUN. 11:00 P.M.—12:45 A.M. | MON.-FRI. 11:30 P.M.—1:45 A.M.

WEEK 1

TIME	SUN. 11:00	11:15	11:30	11:45	12:00	12:15	12:30	MON.-FRI. 11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
ABC TV Total Audience (Households (000))			6,490													
Total Audience (%)			8.9													
Program	ABC Sunday Night Movie		ABC Weekend News-Sunday													
Average Audience (Households (000))			6,270													
Average Audience (%)		22.5*	8.6													
Share of Audience %		40 *	20													
Avg. Aud. by ¼ Hr. %	22.3	22.8	8.7	7.6												
CBS TV Total Audience (Households (000))		6,050						8,240								
Total Audience (%)		8.3						11.3								
Program	Carol Burnett Show	CBS Sunday News-Bradley								Late Movie I						
Average Audience (Households (000))		5,690						4,960								
Average Audience (%)		7.8						6.8	7.7*		7.2*		6.7*		6.4*	
Share of Audience %		16						29	23 *		26 *		32 *		41 *	
Avg. Aud. by ¼ Hr. %	21.9	8.0	7.4					8.0	7.4	7.2	7.3	7.0	6.6	6.6	6.3	5.8
NBC TV Total Audience (Households (000))			6,930					11,590						2,700		
Total Audience (%)			9.5					15.9						3.7		
Program			NBC Late Night Movie					Tonight Show (1)						Tomorrow Show M-TH(1)(2)		
Average Audience (Households (000))			4,740					6,930						2,040		
Average Audience (%)			6.5	6.1*		6.9*		9.5	11.8*		9.0*			2.8	3.0*	
Share of Audience %			18	15 *		21 *		32	34 *		32 *			19	19 *	
Avg. Aud. by ¼ Hr. %			5.9	6.4	6.9	6.9		12.4	11.1	9.8	8.1	6.6	5.5	3.4	2.6	2.4

WEEK 2

TIME	SUN. 11:00	11:15	11:30	11:45	12:00	12:15	12:30	MON.-FRI. 11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
ABC TV Total Audience (Households (000))						3,060										
Total Audience (%)						4.2										
Program	ABC Sunday Night Movie					ABC Weekend News-Sunday										
Average Audience (Households (000))						2,990										
Average Audience (%)		14.8*		14.4*		4.1										
Share of Audience %		30 *		41 *		17										
Avg. Aud. by ¼ Hr. %	15.2	14.5	15.2	13.6	12.2	4.1										
CBS TV Total Audience (Households (000))	7,070							6,120								
Total Audience (%)	9.7							8.4								
Program	CBS Sunday News-Bradley									Late Movie I						(OP)
Average Audience (Households (000))	6,710							4,300								
Average Audience (%)	9.2							5.9	6.5*		5.8*		5.8*		6.4*	
Share of Audience %	17							27	21 *		22 *		30 *		43 *	
Avg. Aud. by ¼ Hr. %	9.2							6.8	5.5	5.7	5.9	6.0	5.8	5.6	6.3	5.5
NBC TV Total Audience (Households (000))			4,960					9,550						2,550		
Total Audience (%)			6.8					13.1						3.5		
Program			NBC Late Night Movie							Tonight Show (1)				Tomorrow Show M-TH(1)(2)		
Average Audience (Households (000))			2,990					5,610						1,820		
Average Audience (%)			4.1	4.5*		3.6*		7.7	11.1*		8.4*		6.5*	2.5	3.0*	
Share of Audience %			13	13 *		13 *		32	37 *		33 *		30 *	22	21 *	
Avg. Aud. by ¼ Hr. %			5.2	3.8	3.7	3.5		11.8	10.3	9.1	7.9	6.6	5.9	3.3	2.6	2.5

TV HOUSEHOLDS USING TV (See Def. 1)

	11:00	11:15	11:30	11:45	12:00	12:15	12:30	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
WK 1	53.2	46.1	37.8	32.9	29.8	24.3	15.8	35.1	30.9	27.6	24.9	21.9	19.6	17.1	15.0	12.7
WK 2	58.7	53.6	44.3	38.4	33.6	30.6	28.0	36.4	33.4	29.3	26.5	22.5	20.1	17.5	15.2	13.5

U.S. TV Households: 72,900,000   * Half-hour ratings (for immediately preceding and subject quarter-hours).   (R) Repeat, see page B.   (OP) See Other Programs Section: Page A-36

(1) FOR INDIVIDUAL DAYS, TIME, AND DURATION, SEE PAE (ALPHA).
(2) FOR OTHER DAYS, SEE OP PAGES.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. DEC. 26-30, 1977

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))			2,410				2,040									
TOTAL AUDIENCE (%)			3.3				2.8									
Program	Good Morning, America (Co-op)		(Participating)		(Co-op)		(Participating)									
AVERAGE AUDIENCE (Households (000))			1,900				1,680									
AVERAGE AUDIENCE (%)			2.6				2.3									
SHARE OF AUDIENCE %			21				17									
AVG. AUD. BY ¼ HR. %			2.4	2.8			2.1	2.5								
CBS TV TOTAL AUDIENCE (Households (000))			1,750		3,650								4,160		6,280	
TOTAL AUDIENCE (%)			2.4		5.0								5.7		8.6	
Program	CBS Morning News (Co-op)		(Participating)		Captain Kangaroo								Tattletales M-TH(1)		Price is Right 1 (2)	
AVERAGE AUDIENCE (Households (000))			1,390		2,190								3,570		5,390	
AVERAGE AUDIENCE (%)			1.9		3.0	2.3*		3.6*					4.9		7.4	
SHARE OF AUDIENCE %			21		20	17 *		21 *					22		29	
AVG. AUD. BY ¼ HR. %			1.8	2.0	2.0	2.7	3.2	4.0					4.5	5.3	7.4	8.3
NBC TV TOTAL AUDIENCE (Households (000))			3,570				3,720						5,760		6,050	
TOTAL AUDIENCE (%)			4.9				5.1						7.9		8.3	
Program	Today Show (Co-op)		(Participating)		(Co-op)		(Participating)						Sanford And Son		Hollywood Squares (3)	
AVERAGE AUDIENCE (Households (000))			2,920				2,920						4,880		5,180	
AVERAGE AUDIENCE (%)			4.0				4.0						6.7		7.1	
SHARE OF AUDIENCE %			33				29						29		27	
AVG. AUD. BY ¼ HR. %			3.9	4.1			4.0	4.1					6.3	7.1	7.1	7.1

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))			2,920				2,700									
TOTAL AUDIENCE (%)			4.0				3.7									
Program	Good Morning, America (Co-op)		(Participating)		(Co-op)		(Participating)									
AVERAGE AUDIENCE (Households (000))			2,410				2,330									
AVERAGE AUDIENCE (%)			3.3				3.2									
SHARE OF AUDIENCE %			22				21									
AVG. AUD. BY ¼ HR. %			3.2	3.4			3.0	3.4								
CBS TV TOTAL AUDIENCE (Households (000))		2,110			3,860								3,280		4,960	
TOTAL AUDIENCE (%)		2.9			5.3								4.5		6.8	
Program	CBS Morning News (Co-op)		(Participating)		Captain Kangaroo								Tattletales TUWF(4)(5)		Price is Right 1 TUWF(4)(5)	
AVERAGE AUDIENCE (Households (000))		1,390			2,410								2,770		4,230	
AVERAGE AUDIENCE (%)		1.9		2.0*	3.3	2.7*		3.8*					3.8		5.8	
SHARE OF AUDIENCE %		17		16 *	20	17 *		22 *					21		31	
AVG. AUD. BY ¼ HR. %		1.8	1.9	2.0	2.4	3.0	3.7	4.0					3.5	4.1	5.5	6.1
NBC TV TOTAL AUDIENCE (Households (000))			3,790				3,860						4,300		4,520	
TOTAL AUDIENCE (%)			5.2				5.3						5.9		6.2	
Program	Today Show (Co-op)		(Participating)		(Co-op)		(Participating)						Sanford And Son TU-F(6)		Hollywood Squares TU-F(3)(6)	
AVERAGE AUDIENCE (Households (000))			3,060				3,060						3,720		3,860	
AVERAGE AUDIENCE (%)			4.2				4.2						5.1		5.3	
SHARE OF AUDIENCE %			29				27						28		28	
AVG. AUD. BY ¼ HR. %			4.0	4.4			4.1	4.2					4.8	5.3	5.2	5.3

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	3.9	5.2	6.3	7.4	9.3	11.3	12.5	14.5	16.5	18.9	20.5	22.1	22.8	24.6	26.1	27.2
WK 2	5.1	7.1	9.2	10.7	12.2	14.4	15.1	16.0	17.0	18.5	19.6	20.5	21.1	22.4	23.3	24.3

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

DAY MON.-FRI. JAN. 2-6, 1978

FOR FOOTNOTES, SEE NEXT TO LAST PAGE.

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. DEC. 26-30, 1977

WEEK 1

ABC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	8,310		10,130		6,340		6,710		9,480				6,780		7,580	
TOTAL AUDIENCE (%)	11.4		13.9		8.7		9.2		13.0				9.3		10.4	
Program	Happy Days		Family Feud M-TH(1)		Better Sex		Ryan's Hope		← All My Children →				$20,000 Pyramid		← One Life to Live →	
AVERAGE AUDIENCE (Households (000))	7,220		8,890		5,540		5,760		7,140				5,900		6,420	
AVERAGE AUDIENCE (%)	9.9		12.2		7.6		7.9		9.8	10.1*		9.6*	8.1		8.8	8.8*
SHARE OF AUDIENCE %	35		41		25		26		30	32 *		29 *	24		25	25 *
AVG. AUD. BY ¼ HR. %	9.0	10.6	12.0	12.5	7.4	7.7	7.9	8.0	10.0	10.3	9.7	9.3	7.9	8.3	8.7	8.9

CBS TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	6,850		5,390		7,580		6,930				8,240				8,160	
TOTAL AUDIENCE (%)	9.4		7.4		10.4		9.5				11.3				11.2	
Program	Price is Right 2 (2)		Love Of Life (3)		(QP) Young & the Restless		Search for Tomorrow				← As The World Turns TU-F(4)(5) →				Guiding Light TU-F(5)	
AVERAGE AUDIENCE (Households (000))	6,050		4,450		6,630		6,050				6,420				5,980	
AVERAGE AUDIENCE (%)	8.3		6.1		9.1		8.3				8.8	8.6*		9.1*	8.2	8.4*
SHARE OF AUDIENCE %	30		21		30		27				27	27 *		28 *	25	26 *
AVG. AUD. BY ¼ HR. %	8.2	8.4	6.1	6.6	8.9	9.4	8.2	8.5			8.2	8.8	9.2	9.0	8.5	8.3

NBC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	5,980		5,030		4,300		6,340		3,720		7,800				5,830	
TOTAL AUDIENCE (%)	8.2		6.9		5.9		8.7		5.1		10.7				8.0	
Program	Wheel of Fortune		Knockout M-TH(6)(7)		To Say The Least		Gong Show		For Richer, For Poorer		← Days Of Our Lives →				The Doctors	
AVERAGE AUDIENCE (Households (000))	5,100		4,370		3,720		5,250		3,060		5,690				5,180	
AVERAGE AUDIENCE (%)	7.0		6.0		5.1		7.2		4.2		7.8	7.5*		8.2*	7.1	
SHARE OF AUDIENCE %	25		21		17		24		13		23	23 *		23 *	20	
AVG. AUD. BY ¼ HR. %	7.1	7.0	6.1	5.8	5.1	5.1	7.0	7.4	4.4	4.0	7.3	7.7	8.1	8.3	7.1	7.2

WEEK 2

ABC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	5,610		7,510		5,100		5,690		8,240				5,690		7,140	
TOTAL AUDIENCE (%)	7.7		10.3		7.0		7.8		11.3				7.8		9.8	
Program	Happy Days		Family Feud		Better Sex TU-F(8)		Ryan's Hope		← All My Children →				$20,000 Pyramid TU-F(9)		← One Life to Live → TU-F(9)	
AVERAGE AUDIENCE (Households (000))	4,670		6,560		4,370		5,030		6,270				4,960		5,980	
AVERAGE AUDIENCE (%)	6.4		9.0		6.0		6.9		8.6	8.8*		8.3*	6.8		8.2	8.2*
SHARE OF AUDIENCE %	25		32		25		22		27	28 *		25 *	21		28	28 *
AVG. AUD. BY ¼ HR. %	6.0	6.8	8.8	9.3	5.8	6.1	6.9	7.0	8.6	9.0	8.5	8.2	6.9	7.2	8.2	8.3

CBS TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	5,250		5,180		6,780		6,270				8,600				8,020	
TOTAL AUDIENCE (%)	7.2		7.1		9.3		8.6				11.8				11.0	
Program	Price is Right 2 TU-F(10)		Love Of Life TU-F(11)		(QP) Young & the Restless TU-F(11)		Search for Tomorrow TU-F(11)				← As The World Turns TU-F(11)(12) →				Guiding Light TU-F (12)	
AVERAGE AUDIENCE (Households (000))	4,520		4,450		6,050		5,610				6,630				6,050	
AVERAGE AUDIENCE (%)	6.2		6.1		8.3		7.7				9.1	8.4*		9.8*	8.3	8.4*
SHARE OF AUDIENCE %	29		27		34		30				32	30 *		33 *	27	29 *
AVG. AUD. BY ¼ HR. %	6.0	6.4	5.7	6.5	8.0	8.6	7.6	7.7			8.1	8.7	9.8	9.8	8.4	8.3

NBC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	4,670		4,080		3,430		4,230		3,570		6,850				5,830	
TOTAL AUDIENCE (%)	6.4		5.6		4.7		5.8		4.9		9.4				8.0	
Program	Wheel of Fortune TU-F(13)		Knockout TU-F(7)(14)		To Say The Least TU-F(14)		Gong Show TU-F(14)		For Richer, For Poorer (15)		← Days Of Our Lives TU-F(14)(15) →				The Doctors	
AVERAGE AUDIENCE (Households (000))	4,230		3,570		2,920		3,650		3,060		5,030				5,250	
AVERAGE AUDIENCE (%)	5.8		4.9		4.0		5.0		4.2		6.9	6.7*		7.2*	7.2	
SHARE OF AUDIENCE %	27		22		16		20		14		24	24 *		25 *	22	
AVG. AUD. BY ¼ HR. %	5.7	5.8	5.0	4.9	4.0	4.0	4.9	5.1	3.8	3.5	6.4	6.9	7.2	7.1	7.0	7.4

TV HOUSEHOLDS USING TV (See Def. 1)

	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK 1	28.2	29.4	28.8	29.6	30.4	31.0	30.4	31.3	31.7	32.6	32.7	33.6	34.1	34.9	34.8	35.2
WK 2	25.4	26.6	27.2	28.5	29.6	30.4	30.4	31.2	31.4	31.9	32.1	33.1	33.0	33.4	33.4	34.4

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (QP) See Other Programs Section: Page A-36

FOR FOOTNOTES, SEE NEXT TO LAST PAGE.

DAY MON.-FRI. JAN. 2-6, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. DEC. 26-30, 1977

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		7,070 9.7			5,030 6.9										8,680 11.9	
Program	One Life to Live	General Hospital			Edge of Night										ABC Evening News Reasoner/Walters	
AVERAGE AUDIENCE (Households (000) & %)		5,900 8.1		8.1*	4,450 6.1										7,650 10.5	
SHARE OF AUDIENCE %		22		22 *	16										19	
AVG. AUD. BY ¼ HR. %	8.9	8.0	8.2	8.1	6.0	6.1									10.3	10.7
CBS TV TOTAL AUDIENCE (Households (000) & %)			8,600 11.8		5,760 7.9										12,680 17.4	
Program	Guiding Light TU-F(1)		All In The Family TU-F(1)		Match Game '78 TU-F(1)		Special (OP)		CBS Evening News with Walter Cronkite				Special (OP)		CBS Evening News with Walter Cronkite (2)	
AVERAGE AUDIENCE (Households (000) & %)		8.1*	7,360 10.1		5,100 7.0										11,520 15.8	
SHARE OF AUDIENCE %		25 *	29		19										29	
AVG. AUD. BY ¼ HR. %	8.0	8.3	9.7	10.4	6.7	7.2			16.9	17.3					15.3	15.5
NBC TV TOTAL AUDIENCE (Households (000) & %)	7,950 10.9														11,080 15.2	
Program	Another World (3)														NBC Nightly News	
AVERAGE AUDIENCE (Households (000) & %)	6,270 8.6	8.2*		8.9*											9,840 13.5	
SHARE OF AUDIENCE %	24	23 *		24 *											24	
AVG. AUD. BY ¼ HR. %	7.9	8.5	8.9	8.9											13.5	13.5

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		7,000 9.6			4,880 6.7										9,550 13.1	
Program	One Life to Live TU-F(4)	General Hospital TU-F(4)			Edge of Night TU-F(4)		Special (OP)								ABC Evening News Reasoner/Walters	
AVERAGE AUDIENCE (Households (000) & %)		5,760 7.9		7.9*	4,160 5.7										8,240 11.3	
SHARE OF AUDIENCE %		24		24 *	17										19	
AVG. AUD. BY ¼ HR. %	8.3	7.9	7.9	8.0	5.8	5.7									10.9	11.6
CBS TV TOTAL AUDIENCE (Households (000) & %)			8,020 11.0		5,250 7.2										12,390 17.0	
Program	Guiding Light TU-F(5)		All In The Family TU-F(5)		Match Game '78 TU-F(5)		Special (OP)					Special (OP)			CBS Evening News with Walter Cronkite	
AVERAGE AUDIENCE (Households (000) & %)		8.2*	6,850 9.4		4,520 6.2										10,940 15.0	
SHARE OF AUDIENCE %		26 *	28		17										26	
AVG. AUD. BY ¼ HR. %	8.2	8.2	9.0	9.8	6.1	6.5									14.8	15.3
NBC TV TOTAL AUDIENCE (Households (000) & %)	8,750 12.0														11,590 15.9	
Program	Another World (3)						Special (OP)	Special (OP)							NBC Nightly News TU-F(6)	
AVERAGE AUDIENCE (Households (000) & %)	6,850 9.4	9.0*		9.7*											10,210 14.0	
SHARE OF AUDIENCE %	26	25 *		26 *											25	
AVG. AUD. BY ¼ HR. %	8.6	9.4	9.7	9.6											14.0	14.1

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK 1	35.4	36.5	37.5	38.4	38.2	39.3	39.8	41.8	43.4	44.9	47.1	49.8	52.6	54.5	55.4	56.3
WK 2	35.5	36.7	37.3	38.3	38.4	39.9	41.1	42.9	44.4	46.3	47.9	50.1	53.8	55.7	56.7	58.5

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

FOR FOOTNOTES, SEE LAST PAGE.

DAY MON.-FRI. JAN. 2-6, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. DEC. 31, 1977

WEEK 1	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					2,190 3.0		3,650 5.0		3,720 5.1		6,050 8.3		7,950 10.9		7,800 10.7	
ABC TV					All New Super-Friends I		All New Super-Friends II (OP)		Scooby's All-Star Laff-A-Lympics I		Scooby's All-Star Laff-A-Lympics II		Scooby's All-Star Laff-A-Lympics III (OP)		Scooby's All-Star Laff-A-Lympics IV (OP)	
AVERAGE AUDIENCE (Households (000) & %)					1,460 2.0		2,840 3.9		3,280 4.5		5,100 7.0		6,050 8.3		6,270 8.6	
SHARE OF AUDIENCE %					26		31		28		34		35		35	
AVG. AUD. BY ¼ HR. %					1.4	2.6	3.8	4.1	4.1	4.8	6.3	7.7	8.6	8.0	8.8	8.4
CBS TV TOTAL AUDIENCE (Households (000) & %)					1,680 2.3		2,330 3.2		4,450 6.1		7,220 9.9		8,240 11.3		7,000 9.6	
CBS TV					Skatebirds I (OP)		Skatebirds II (OP)		Bugs Bunny/Road Runner 1		Bugs Bunny/Road Runner 2 (OP)		Bugs Bunny/Road Runner 3 (OP)		Batman/Tarzan Adventure I (OP)	
AVERAGE AUDIENCE (Households (000) & %)					1,240 1.7		2,040 2.8		3,720 5.1		5,980 8.2		6,630 9.1		5,980 8.2	
SHARE OF AUDIENCE %					22		22		31		40		39		33	
AVG. AUD. BY ¼ HR. %					1.3	2.1	2.6	3.0	4.6	5.7	7.7	8.7	8.5	9.6	8.1	8.3
NBC TV TOTAL AUDIENCE (Households (000) & %)					2,110 2.9		3,280 4.5		2,920 4.0		2,330 3.2		2,920 4.0		3,210 4.4	
NBC TV					C.B. Bears I		C.B. Bears II		Space Sentinels		Superwitch		Bang Shang Lalapalooza		I am the Greatest	
AVERAGE AUDIENCE (Households (000) & %)					1,460 2.0		2,480 3.4		2,700 3.7		1,970 2.7		2,410 3.3		2,620 3.6	
SHARE OF AUDIENCE %					26		27		23		13		14		14	
AVG. AUD. BY ¼ HR. %					1.7	2.3	3.0	3.8	3.8	3.6	2.7	2.8	3.1	3.5	3.2	4.0

WEEK 2	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					3,280 4.5		5,180 7.1		6,120 8.4		7,360 10.1		8,380 11.5		8,160 11.2	
ABC TV					All New Super-Friends I		All New Super-Friends II (OP)		Scooby's All-Star Laff-A-Lympics I		Scooby's All-Star Laff-A-Lympics II		Scooby's All-Star Laff-A-Lympics III (OP)		Scooby's All-Star Laff-A-Lympics IV (OP)	
AVERAGE AUDIENCE (Households (000) & %)					2,840 3.9		4,370 6.0		5,250 7.2		6,270 8.6		6,560 9.0		6,710 9.2	
SHARE OF AUDIENCE %					39		39		35		37		34		35	
AVG. AUD. BY ¼ HR. %					3.4	4.4	5.8	6.2	7.1	7.3	8.0	9.2	9.7	8.3	9.4	9.0
CBS TV TOTAL AUDIENCE (Households (000) & %)					1,970 2.7		3,430 4.7		6,490 8.9		8,240 11.3		9,190 12.6		8,310 11.4	
CBS TV					Skatebirds I (OP)		Skatebirds II (OP)		Bugs Bunny/Road Runner 1		Bugs Bunny/Road Runner 2 (OP)		Bugs Bunny/Road Runner 3 (OP)		Batman/Tarzan Adventure I (OP)	
AVERAGE AUDIENCE (Households (000) & %)					1,460 2.0		2,330 3.2		5,390 7.4		7,000 9.6		7,580 10.4		6,930 9.5	
SHARE OF AUDIENCE %					19		20		34		40		40		36	
AVG. AUD. BY ¼ HR. %					1.6	2.3	2.9	3.6	6.5	8.2	9.7	9.6	10.0	10.9	9.4	9.6
NBC TV TOTAL AUDIENCE (Households (000) & %)					2,190 3.0		3,350 4.6		3,130 4.3		2,620 3.6		3,350 4.6		2,620 3.6	
NBC TV					C.B. Bears I		C.B. Bears II		Space Sentinels		Superwitch		Bang Shang Lalapalooza		I am the Greatest	
AVERAGE AUDIENCE (Households (000) & %)					1,820 2.5		2,840 3.9		2,620 3.6		2,190 3.0		2,770 3.8		2,260 3.1	
SHARE OF AUDIENCE %					25		26		18		13		15		12	
AVG. AUD. BY ¼ HR. %					2.3	2.7	3.4	4.4	3.6	3.5	3.1	2.8	3.3	4.3	2.9	3.2
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	2.8	3.3	4.0	5.2	7.4	10.0	13.0	15.2	16.8	18.8	20.7	23.1	24.2	24.7	25.4	26.5
WK 2	4.1	4.9	6.3	7.6	9.5	12.1	15.0	17.9	21.0	22.7	23.6	24.3	25.6	26.8	26.0	26.3

U. S. TV Households: 72,900,000   * Half-hour ratings (for immediately preceding and subject quarter-hours).   (R) Repeat, see page B.   (OP) See Other Programs Section: Page A-36

DAY SAT. JAN. 7, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. DEC. 31, 1977

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																
TOTAL AUDIENCE (Households (000))	7,140		8,310		6,710				4,010							
TOTAL AUDIENCE (%)	9.8		11.4		9.2				5.5							
Program	Kroff Supershow '78-I		Kroff Supershow '78-II (OP)		← ABC Weekend Specials → "THE SECRET LIFE OF T. K. DEARING"				American Bandstand '78							
AVERAGE AUDIENCE (Households (000))	6,270		6,850		4,520				3,130							
AVERAGE AUDIENCE (%)	8.6		9.4		6.2	6.2*		6.3*	4.3							
SHARE OF AUDIENCE %	32		33		21	21 *		22 *	14							
AVG. AUD. BY ¼ HR. %	8.7	8.4	9.7	9.1	6.1	6.2	6.7	5.8	4.5	4.1						
CBS TV																
TOTAL AUDIENCE (Households (000))	7,510		6,050		6,710		5,180		5,470		20,410					
TOTAL AUDIENCE (%)	10.3		8.3		9.2		7.1		7.5		28.0					
Program	Batman/Tarzan Adventure II (OP)		Space Academy (OP)		Secrets of Isis (OP)		Fat Albert and the Cosby Kids (OP)		CBS Invitational Skateboarding (1:00-1:30PM) (OP)		← Sun Bowl Game "STANFORD VS. LSU" (1:30-4:39PM)					
AVERAGE AUDIENCE (Households (000))	6,420		5,030		5,830		4,230		4,740		9,040					
AVERAGE AUDIENCE (%)	8.8		6.9		8.0		5.8		6.5		12.4	9.3*		11.3*		12.1*
SHARE OF AUDIENCE %	33		24		26		19		21		36	30 *		35 *		36 *
AVG. AUD. BY ¼ HR. %	8.8	8.8	6.7	7.1	8.2	7.8	5.6	6.0	6.2	6.7	8.5	10.0	10.9	11.7	12.2	12.0
NBC TV																
TOTAL AUDIENCE (Households (000))	3,790		4,670		4,230		4,160									
TOTAL AUDIENCE (%)	5.2		6.4		5.8		5.7									
Program	Thunder		Search and Rescue		Baggy Pants & the Nitwits		Red Hand Gang									
AVERAGE AUDIENCE (Households (000))	3,350		3,940		3,350		3,570									
AVERAGE AUDIENCE (%)	4.6		5.4		4.6		4.9									
SHARE OF AUDIENCE %	17		19		16		17									
AVG. AUD. BY ¼ HR. %	4.3	4.9	5.0	5.7	4.6	4.7	4.6	5.1								

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																
TOTAL AUDIENCE (Households (000))	7,070		7,580		5,250		5,980								7,950	
TOTAL AUDIENCE (%)	9.7		10.4		7.2		8.2								10.9	
Program	Kroff Supershow '78-I		Kroff Supershow '78-II (OP)		ABC Weekend Specials "THE ESCAPE OF A ONE-TON PET-Pt. I"		← American Bandstand '78 →								← Pro Bowlers Tour –	
AVERAGE AUDIENCE (Households (000))	6,200		6,340		4,520		3,940								4,960	
AVERAGE AUDIENCE (%)	8.5		8.7		6.2		5.4	5.5*		5.3*					6.8	6.2*
SHARE OF AUDIENCE %	31		32		22		20	20 *		20 *					20	20 *
AVG. AUD. BY ¼ HR. %	8.6	8.5	8.9	8.5	6.3	6.0	5.4	5.7	5.6	5.1					6.1	6.2
CBS TV																
TOTAL AUDIENCE (Households (000))	8,530		7,510		7,140		8,020		5,540		4,300					
TOTAL AUDIENCE (%)	11.7		10.3		9.8		11.0		7.6		5.9					
Program	Batman/Tarzan Adventure II (OP)		Space Academy (OP)		Secrets of Isis (OP)		Fat Albert and the Cosby Kids (OP)		What's New, Mister Magoo? (OP)		CBS Saturday Film Festival "JOEY" (OP)					
AVERAGE AUDIENCE (Households (000))	7,290		6,490		6,270		6,630		4,810		3,350					
AVERAGE AUDIENCE (%)	10.0		8.9		8.6		9.1		6.6		4.6					
SHARE OF AUDIENCE %	36		33		31		33		24		17					
AVG. AUD. BY ¼ HR. %	10.0	10.0	8.6	9.1	8.5	8.6	8.9	9.3	6.5	6.7	4.3	4.9				
NBC TV																
TOTAL AUDIENCE (Households (000))	4,080		4,740		5,760		3,650						15,530			
TOTAL AUDIENCE (%)	5.6		6.5		7.9		5.0						21.3			
Program	Thunder		Search and Rescue		Baggy Pants & the Nitwits		Red Hand Gang						← Senior Bowl Game "NORTH VS. SOUTH" (2:00-5:12PM)			
AVERAGE AUDIENCE (Households (000))	3,350		3,790		4,740		3,210						6,710			
AVERAGE AUDIENCE (%)	4.6		5.2		6.5		4.4						9.2	7.2*		8.7*
SHARE OF AUDIENCE %	17		19		23		16						28	25 *		29 *
AVG. AUD. BY ¼ HR. %	4.0	5.1	4.9	5.6	6.3	6.6	4.4	4.4					7.3	7.2	8.3	9.0

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK 1	27.1	27.5	28.3	29.7	30.2	29.6	29.1	29.7	30.3	31.5	31.8	32.3	32.7	34.1	34.0	34.0
WK 2	27.3	27.6	26.8	27.3	27.4	27.4	27.0	27.8	27.4	27.3	27.1	28.4	28.4	28.8	30.0	31.5

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

DAY SAT. JAN. 7, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. DEC. 31, 1977

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)									15,450 21.2						5,250 7.2	
Program									← ABC Wide World of Sports →						ABC Saturday Evening News	
AVERAGE AUDIENCE (Households (000) & %)									7,650 10.5	9.9*		10.4*		11.2*	4,370 6.0	
SHARE OF AUDIENCE %									24	24 *		23 *		24 *	12	
AVG. AUD. BY ¼ HR. %									10.1	9.7	10.1	10.7	11.3	11.1	5.9	6.1
CBS TV																
TOTAL AUDIENCE (Households (000) & %)							9,480 13.0								8,240 11.3	
Program	← Sun Bowl Game "STANFORD VS. LSU" (1:30-4:39PM)							CBS Sports Spectacular →							CBS Saturday News with Bob Schieffer	
AVERAGE AUDIENCE (Households (000) & %)		11.5*		14.7*		14.9*	4,960 6.8	5.6*		6.7*		7.7*			6,930 9.5	
SHARE OF AUDIENCE %		34 *		42 *		41 *	17	15 *		17 *		18 *			19	
AVG. AUD. BY ¼ HR. %	11.1	12.0	14.3	15.0	14.8	15.1	6.2	5.4	6.2	7.2	7.4	7.9			9.1	10.0
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					11,960 16.4										7,440 10.2	
Program					← NCAA Basketball Game "NOTRE DAME VS. KENTUCKY" (4:00-6:10PM) →										NBC Nightly News-Sat.	
AVERAGE AUDIENCE (Households (000) & %)					5,470 7.5	5.5*		7.1*		7.4*		8.9*			5,830 8.0	
SHARE OF AUDIENCE %					19	15 *		19 *		19 *		21 *			16	
AVG. AUD. BY ¼ HR. %					5.6	5.4	6.8	7.5	7.2	7.6	8.5	9.4	10.6		7.8	8.2

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)					19,030 26.1											
Program	Pro Bowlers Tour →				← ABC Wide World of Sports →											
AVERAGE AUDIENCE (Households (000) & %)		6.8*		7.5*	7,290 10.0	8.1*		8.4*		9.2*		11.0*		12.1*		11.1*
SHARE OF AUDIENCE %		20 *		20 *	24	23 *		23 *		23 *		26 *		27 *		23 *
AVG. AUD. BY ¼ HR. %	6.7	7.0	7.7	7.4	8.0	8.2	8.5	8.3	8.3	10.1	10.3	11.7	12.5	11.7	11.3	10.9
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	5,540 7.6						9,550 13.1								9,990 13.7	
Program	← Masters Tennis Tournament (3:00-4:30PM)						← CBS Sports Spectacular →								CBS Saturday News with Bob Schieffer	
AVERAGE AUDIENCE (Households (000) & %)	2,770 3.8	3.6*		4.1*		3.8*	4,590 6.3	4.5*		6.7*		7.6*			8,680 11.9	
SHARE OF AUDIENCE %	11	11 *		12 *		11 *	16	12 *		17 *		18 *			23	
AVG. AUD. BY ¼ HR. %	3.6	3.7	4.1	4.1	3.7	3.8	4.5	4.6	6.0	7.5	7.8	7.4			11.4	12.3
NBC TV																
TOTAL AUDIENCE (Households (000) & %)									7,140 9.8						7,070 9.7	
Program	Senior Bowl Game "NORTH VS. SOUTH" (2:00-5:12PM)									← Tucson Open Golf (5:12-6:30PM) →					NBC Nightly News-Sat.	
AVERAGE AUDIENCE (Households (000) & %)		9.7*		9.3*		9.7*		9.8*	4,010 5.5			4.9*		6.2*	5,830 8.0	
SHARE OF AUDIENCE %		30 *		27 *		28 *		27 *	13			12 *		14 *	16	
AVG. AUD. BY ¼ HR. %	9.7	9.7	8.9	9.6	10.0	9.4	9.3	10.2	5.7	5.4	5.1	4.8	5.6	6.7	7.6	8.5

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK 1	34.2	33.8	34.2	35.4	36.2	38.1	38.6	39.4	41.4	42.8	44.4	46.4	47.7	47.8	48.5	49.6
WK 2	32.8	33.5	34.9	35.3	35.7	36.0	36.7	39.2	41.9	42.9	44.4	45.3	48.0	50.1	50.7	52.7

U.S. TV Households: 72,900,000   * Half-hour ratings (for immediately preceding and subject quarter-hours).   (R) Repeat, see page B.   (OP) See Other Programs Section: Page A-36

DAY SAT. JAN. 7, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JAN. 1, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)															2,190 3.0	
Program															Jabberjaw (OP)	
AVERAGE AUDIENCE (Households (000) & %)															1,820 2.5	
SHARE OF AUDIENCE %															11	
AVG. AUD. BY ¼ HR. %															2.3	2.6
CBS TV																
TOTAL AUDIENCE (Households (000) & %)									660 .9		580 .8					
Program									Ghost Busters (OP)		Wacko (OP)		←Christians In a Changing World→ (SUS.)			
AVERAGE AUDIENCE (Households (000) & %)									580 .8		510 .7					
SHARE OF AUDIENCE %									8		5					
AVG. AUD. BY ¼ HR. %									.6	.9	.7	.7				
NBC TV																
TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)															2,260 3.1	
Program															Jabberjaw (OP)	
AVERAGE AUDIENCE (Households (000) & %)															1,820 2.5	
SHARE OF AUDIENCE %															13	
AVG. AUD. BY ¼ HR. %															2.4	2.5
CBS TV																
TOTAL AUDIENCE (Households (000) & %)									1,020 1.4		1,530 2.1					
Program									Ghost Busters (OP)		Wacko (OP)		Lamp Unto My Feet (SUS.)		Look Up And Live (SUS.)	
AVERAGE AUDIENCE (Households (000) & %)									730 1.0		1,020 1.4					
SHARE OF AUDIENCE %									9		10					
AVG. AUD. BY ¼ HR. %									.7	1.3	1.2	1.6				
NBC TV																
TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	3.0	3.0	3.5	3.9	4.8	6.1	7.4	8.9	11.1	13.9	15.2	16.2	18.3	20.1	21.9	23.8
WK 2	3.1	3.1	3.7	4.1	5.2	6.6	7.5	9.4	11.8	14.2	15.3	17.3	17.6	18.3	19.4	20.2

U. S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

DAY SUN. JAN. 8, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JAN. 1, 1978

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000))	2,700		2,700		2,700											
TOTAL AUDIENCE (%)	3.7		3.7		3.7											
Program	Great Grape Ape		Animals, Animals, Animals (OP)		Issues And Answers		Directions (SUS.)									
AVERAGE AUDIENCE (Households (000))	2,190		2,190		1,970											
AVERAGE AUDIENCE (%)	3.0		3.0		2.7											
SHARE OF AUDIENCE %	11		10		9											
AVG. AUD. BY ¼ HR. %	2.8	3.2	2.9	3.0	2.8	2.6										
CBS TV TOTAL AUDIENCE (Households (000))			3,860													
TOTAL AUDIENCE (%)			5.3													
Program	Camera Three (SUS.)		Face the Nation													
AVERAGE AUDIENCE (Households (000))			2,990													
AVERAGE AUDIENCE (%)			4.1													
SHARE OF AUDIENCE %			17													
AVG. AUD. BY ¼ HR. %			4.3	4.0												
NBC TV TOTAL AUDIENCE (Households (000))					3,570						16,110		34,410			
TOTAL AUDIENCE (%)					4.9						22.1		47.2			
Program					Meet the Press						NFL '77-NBC (1:30-2:00PM)		NFL Championship Game-NBC "OAKLAND VS. DENVER" (2:00-5:02PM)			
AVERAGE AUDIENCE (Households (000))					2,920						13,270		25,950			
AVERAGE AUDIENCE (%)					4.0						18.2		35.6	29.2*		34.4*
SHARE OF AUDIENCE %					16						46		69	63 *		68 *
AVG. AUD. BY ¼ HR. %					3.9	4.2					16.0	20.3	27.1	31.3	33.6	35.1

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000))	2,840		3,060		3,130								12,030			
TOTAL AUDIENCE (%)	3.9		4.2		4.3								16.5			
Program	Great Grape Ape		Animals, Animals, Animals (OP)		Issues And Answers		Directions (SUS.)						The Superstars			
AVERAGE AUDIENCE (Households (000))	2,410		2,550		2,550								7,580			
AVERAGE AUDIENCE (%)	3.3		3.5		3.5								10.4	8.7*		10.8*
SHARE OF AUDIENCE %	16		15		14								28	24 *		28 *
AVG. AUD. BY ¼ HR. %	3.1	3.6	3.5	3.5	3.8	3.3							7.8	9.6	10.5	11.1
CBS TV TOTAL AUDIENCE (Households (000))			2,620						6,560			11,740				
TOTAL AUDIENCE (%)			3.6						9.0			16.1				
Program	Camera Three (SUS.)		Face the Nation						Challenge of the Sexes			NBA Basketball Game "VARIOUS TEAMS AND TIMES" (1:45-4:00PM)□				
AVERAGE AUDIENCE (Households (000))			2,260						4,670			5,390				
AVERAGE AUDIENCE (%)			3.1						6.4	5.8*		7.4		7.1*		7.1*
SHARE OF AUDIENCE %			13						22	21 *		20		21 *		20 *
AVG. AUD. BY ¼ HR. %			3.0	3.2					5.1	6.5	7.6	8.0	7.0	7.1	7.1	7.2
NBC TV TOTAL AUDIENCE (Households (000))							3,430						8,750			
TOTAL AUDIENCE (%)							4.7						12.0			
Program							Meet the Press						NCAA Basketball Game "VARIOUS TEAMS AND TIMES"(2:00-4:00PM)□			
AVERAGE AUDIENCE (Households (000))							2,550						4,080			
AVERAGE AUDIENCE (%)							3.5						5.6	5.4*		5.4*
SHARE OF AUDIENCE %							14						14	15 *		14 *
AVG. AUD. BY ¼ HR. %							3.7	3.3					5.3	5.6	5.6	5.2

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK 1	25.7	27.6	28.4	29.1	29.0	30.5	31.9	34.0	35.2	37.8	41.2	44.0	46.6	48.2	49.9	51.2
WK 2	20.4	21.7	22.1	23.2	24.0	25.2	26.5	28.2	29.4	31.7	34.1	35.7	36.2	37.5	38.0	38.8

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

□ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

DAY SUN. JAN. 8, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JAN. 1, 1978

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
CBS TV					NBA Special (4:00-5:00PM)				CBS NFL Championship Pre (5:00-5:30PM)		CBS NFL Championship Game "MINNESOTA VS. DALLAS" (5:30-8:41PM)					
TOTAL AUDIENCE (Households (000) & %)					3,210 4.4				18,880 25.9		36,740 50.4					
AVERAGE AUDIENCE (Households (000) & %)					1,600 2.2	2.5*		1.8*	14,580 20.0		25,520 35.0	31.4*		34.5*		35.6*
SHARE OF AUDIENCE %					4	5 *		3 *	38		58	58 *		59 *		60 *
AVG. AUD. BY ¼ HR. %					2.7	2.3	1.9	1.7	16.5	23.4	30.3	32.5	34.4	34.6	35.5	35.8
NBC TV	NFL Championship Game-NBC "OAKLAND VS. DENVER" (2:00-5:02PM)								NFL Championship Post-NBC (5:02-5:30PM)						NBC Nightly News-Sun.	
TOTAL AUDIENCE (Households (000) & %)									15,380 21.1						6,490 8.9	
AVERAGE AUDIENCE (Households (000) & %)		35.6*		36.8*		38.3*		39.1*	12,320 16.9						5,390 7.4	
SHARE OF AUDIENCE %		70 *		71 *		72 *		71 *	32						12	
AVG. AUD. BY ¼ HR. %	35.7	35.4	36.1	37.5	38.4	38.3	38.7	39.4	19.6	14.6					7.3	7.5

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV	(1) International Amateur Boxing					(2)	ABC Wide World of Sports									
TOTAL AUDIENCE (Households (000) & %)		12,900 17.7				11,010 15.1	19,760 27.1									
AVERAGE AUDIENCE (Households (000) & %)		9,190 12.6		12.4*		10,640 14.6	13,560 18.6	17.0*		18.7*		20.3*				
SHARE OF AUDIENCE %		30		29 *		32	37	36 *		38 *		39 *				
AVG. AUD. BY ¼ HR. %	12.7	11.2	12.1	12.7	14.3	14.6	16.5	17.5	18.0	19.4	20.4	20.2				
CBS TV	NBA Basketball Game "VARIOUS TEAMS AND TIMES" (1:45-4:00PM)¤				Masters Tennis Tournament (4:00-6:45PM)											CBS Evening News
TOTAL AUDIENCE (Households (000) & %)					16,910 23.2											6,200 8.5
AVERAGE AUDIENCE (Households (000) & %)		7.5*		7.8*	7,440 10.2	7.6*		9.1*		9.5*		9.9*		12.6*		6,120 8.4
SHARE OF AUDIENCE %		19 *		19 *	21	17 *		20 *		20 *		19 *		23 *		14
AVG. AUD. BY ¼ HR. %	7.3	7.7	7.8	7.7	7.0	8.2	9.0	9.1	9.4	9.5	9.5	10.3	12.2	13.1	15.0	8.4
NBC TV	NCAA Basketball Game "VARIOUS TEAMS AND TIMES" (2:00-4:00PM)¤				Tucson Open Golf (4:12-6:05PM)										NBC Nightly News-Sun.	
TOTAL AUDIENCE (Households (000) & %)					9,110 12.5										8,820 12.1	
AVERAGE AUDIENCE (Households (000) & %)		5.6*		6.0*	5,390 7.4			7.0*		7.7*		7.5*			7,140 9.8	
SHARE OF AUDIENCE %		13 *		14 *	15			15 *		16 *		15 *			16	
AVG. AUD. BY ¼ HR. %	5.4	5.9	5.8	6.1	6.8	7.1	7.0	7.1	7.6	7.7	7.4	7.5	8.7		9.3	10.2

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK 1	51.2	51.3	51.5	52.2	52.7	54.0	55.5	56.3	54.7	54.2	54.5	56.0	58.8	59.6	60.1	60.8
WK 2	40.3	40.5	42.6	43.4	45.2	46.7	47.6	48.7	49.5	51.0	52.6	54.1	56.8	59.3	60.9	62.0

U. S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (CP) See Other Programs Section: Page A-36

¤ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION. (2)"ABC SPORTS MAGAZINE",ABC,(4:15-4:30PM).
(1)"THE SUPERSTARS",ABC,(2:00-3:15PM).

DAY SUN. JAN. 8, 1978

DAY / NETWORK / TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
EVENING MONDAY													
ABC 11.30-12.36AM POLICE STORY-MON	11.30							9,330	12.8	6,420	8.8	27	9.2
	11.45										9.2*	24*	9.3
	12.00												8.9
	12.15										8.7*	31*	8.5
	12.30												7.6
ABC 11.30-12.38AM STREETS OF SAN FRANCISCO(S)	11.30	7,290	10.0	5,250	7.2	24	7.4						
	11.45				7.3*	21*	7.3						
	12.00						7.5						
	12.15				7.2*	27*	6.8						
	12.30						6.4						
CBS 11.30-11.59PM CARTER TRIP-MON.(S)	11.30							5,470	7.5	4,010	5.5	14	5.6
	11.45												5.4
NBC 8.15-11.42PM ORANGE BOWL GAME(S)	11.00							FOR RTGS SEE PAGE	A-3				29.1
	11.15										29.0*	48*	28.8
	11.30												28.2
EVENING TUESDAY													
ABC 11.30- 1.05AM TUESDAY MOVIE OF THE WEEK	11.30	8,380	11.5	5,390	7.4	28	8.9						
12.00- 1.02AM	11.45				8.2*	24*	7.5						
	12.00						7.1	6,050	8.3	3,860	5.3	24	6.3
	12.15				7.1*	27*	7.2				5.9*	24*	5.5
	12.30						7.1						5.0
	12.45				7.1*	33*	7.1				4.8*	25*	4.6
	1.00						7.0						4.2
EVENING WEDNESDAY													
ABC 11.30-12.00MD CARTER IN MIDEAST(S)	11.30							5,540	7.6	4,450	6.1	21	6.5
	11.45												5.8
ABC 11.30-12.32AM STARSKY AND HUTCH-11.30	11.30	8,970	12.3	6,710	9.2	30	9.7						
	11.45				9.7*	29*	9.6						
	12.00						9.4						
	12.15				9.0*	33*	8.6						
	12.30						6.5						
ABC 12.00- 1.02AM POLICE STORY-WED	12.00							6,050	8.3	4,740	6.5	31	6.1
	12.15										6.2*	28*	6.2
	12.30												6.8
	12.45										6.9*	35*	6.9
	1.00												6.0
ABC 12.32- 1.32AM WED. MYSTERY OF THE WEEK	12.30	4,520	6.2	3,210	4.4	25	4.8						
	12.45				4.7*	23*	4.5						
	1.00						4.3						
	1.15				4.3*	27*	4.3						
	1.30						4.3						
CBS 11.30-12.00MD CARTER TRIP-WED.(S)	11.30							6,850	9.4	5,250	7.2	25	7.9
	11.45												6.5
NBC 11.30-12.00MD MIDEAST SPECIAL-NBC(S)	11.30							7,440	10.2	5,980	8.2	28	9.2
	11.45												7.3
EVENING THURSDAY													
ABC 11.30-12.33AM POLICE STORY	11.30	8,380	11.5	6,420	8.8	29	10.0						
	11.45				9.9*	30*	9.8						
CONT'D	12.00						8.4						

U.S. TV HOUSEHOLDS: 72,900,000

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY / NETWORK / TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
EVENING THURSDAY CONT'D													
ABC 11.30-12.33AM POLICE STORY-CONT'D	12.15				8.0*	28*	7.7						
	12.30						6.4						
ABC 11.30-12.36AM STARSKY AND HUTCH-11:30	11.30							7,140	9.8	5,100	7.0	27	7.4
	11.45										7.2*	24*	6.9
	12.00												7.0
	12.15										7.0*	29*	7.0
	12.30												6.0
ABC 12.33- 1.32AM THURSDAY NIGHT SPECIAL	12.30	3,350	4.6	2,110	2.9	17	3.9						
	12.45				3.4*	17*	3.0						
	1.00						2.7						
	1.15				2.6*	18*	2.4						
	1.30						2.5						
ABC 12.36- 1.18AM TOMA	12.30							4,010	5.5	3,210	4.4	27	4.8
	12.45										4.6*	26*	4.5
	1.00												4.2
	1.15												4.3
CBS 11.30-11.56PM CARTER TRIP-THU.(S)	11.30							5,540	7.6	4,740	6.5	21	7.0
	11.45												5.8
EVENING FRIDAY													
ABC 9.00-12.10AM GATOR BOWL FOOTBALL GAME(S)	11.00	FOR RTGS SEE PAGE A-10					15.2						
	11.15				14.6*	28*	14.0						
	11.30						12.8						
	11.45				12.0*	28*	11.2						
	12.00						11.3						
ABC 12.41- 1.47AM BARETTA-11:30PM 11.30-12.35AM	11.30							9,620	13.2	7,070	9.7	28	10.1
	11.45										10.3*	28*	10.5
	12.00												9.5
	12.15										9.4*	29*	9.2
	12.30	5,540	7.6	4,080	5.6	27	5.6						7.9
	12.45						6.0						
	1.00						5.7						
	1.15				5.6*	27*	5.5						
	1.30						5.3						
	1.45						4.4						
CBS 11.30-12.00MD CARTER TRIP-FRI.(S)	11.30	5,900	8.1	4,670	6.4	17	7.2						
	11.45						5.7						
CBS 11.30-12.00MD CARTER TRIP-FRI.(S)	11.30							7,290	10.0	6,120	8.4	23	8.8
	11.45												7.9
NBC 11.30-12.00MD CARTER ABROAD-ASSESSMENT(S)	11.30							9,400	12.9	7,510	10.3	28	11.2
	11.45												9.3
NBC 1.00- 2.30AM MIDNIGHT SPECIAL 1.30- 2.30AM	1.00	5,470	7.5	3,130	4.3	29	5.9						
	1.15				5.5*	29*	5.1						
	1.30						4.7	3,500	4.8	2,550	3.5	23	4.0
	1.45				4.5*	30*	4.2				3.7*	22*	3.5
	2.00						3.3						3.4
	2.15				3.0*	26*	2.7				3.3*	25*	3.2
EVENING SATURDAY													
ABC 9.58- 9.59PM ABC NEWSBRIEF-SAT.	9.45	12,320	16.9	12,320	16.9	35	16.9	14,650	20.1	14,650	20.1	33	20.1
ABC 11.00-11.15PM ABC WEEKEND NEWS-SATURDAY	11.00	5,690	7.8	5,470	7.5	17	7.5	6,780	9.3	6,560	9.0	18	9.0
ABC 11.30-12.30AM NEW YEAR'S ROCKIN EVE '78(S) CONT'D	11.30	15,820	21.7	10,280	14.1	36	13.8						

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY / NETWORK / TIME (N.Y.T.) PROGRAM		QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %
EVENING SATURDAY CONT'D														
ABC 11.30-12.30AM NEW YEAR'S ROCKIN EVE '-CONT'D		11.45				14.6*	35*	15.5						
		12.00						14.7						
		12.15				13.6*	37*	12.4						
CBS 8.58- 8.59PM NEWSBREAK-SAT.		8.45	8,820	12.1	8,820	12.1	24	12.1	10,860	14.9	10,860	14.9	25	14.9
CBS 11.30- 1.00AM NEW YEAR'S EVE-LOMBARDO(S)		11.30	16,550	22.7	9,550	13.1	36	13.8						
		11.45				15.0*	36*	16.2						
		12.00						15.7						
		12.15				13.9*	37*	12.1						
		12.30						10.8						
		12.45				10.3*	35*	9.7						
NBC 8.58- 8.59PM NBC NEWS UPDATE-SAT.		8.45	9,190	12.6	9,190	12.6	25	12.6	11,880	16.3	11,880	16.3	27	16.3
NBC 11.30-12.55AM SATURDAY NIGHT		11.30	9,330	12.8	4,300	5.9	16	7.3						
		11.45				6.8*	16*	6.2						
		12.00						5.0						
		12.15				5.5*	15*	6.1						
		12.30						5.6						
		12.45				5.3*	18*	4.8						
NBC 11.30- 1.00AM WEEKEND(S)		11.30							7,800	10.7	4,010	5.5	17	7.5
		11.45										6.8*	18*	6.1
		12.00												5.6
		12.15										5.6*	17*	5.5
		12.30												4.7
		12.45										4.1*	15*	3.6

DAY / NETWORK / TIME (N.Y.T.) PROGRAM		QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %
EVENING SUNDAY														
ABC 7.58- 7.59PM ABC MINUTE MAGAZINE		7.45							13,630	18.7	13,630	18.7	26	18.7
ABC 8.58- 8.59PM ABC NEWSBRIEF-SUN.		8.45	13,050	17.9	13,050	17.9	27	17.9	16,620	22.8	16,620	22.8	31	22.8
ABC 9.00-11.32PM ABC SUNDAY NIGHT MOVIE		11.30	FOR RTGS SEE PAGE A-14					18.6						
CBS 8.49- 9.49PM 60 MINUTES		9.45	FOR RTGS SEE PAGE A-14					24.6						
CBS 8.41- 8.49PM CBS NFL CHAMPIONSHIP POST(S)		8.45	FOR RTGS SEE PAGE A-14					27.6						
CBS 9.47- 9.48PM NEWSBREAK-SUN.		8.45							13,560	18.6	13,560	18.6	25	18.6
8.57- 8.58PM		9.45	16,620	22.8	16,620	22.8	35	22.8						
CBS 9.49-10.19PM ALICE		10.15	FOR RTGS SEE PAGE A-14					24.5						
CBS 10.19-11.19PM CAROL BURNETT SHOW		11.15	FOR RTGS SEE PAGE A-14					20.1						
NBC 8.58- 8.59PM NBC NEWS UPDATE-SUN.		8.45	10,640	14.6	10,640	14.6	22	14.6						
9.28- 9.29PM		9.15							15,160	20.8	15,160	20.8	28	20.8
EVENING MONDAY-FRIDAY														
ABC 8.58- 8.59PM ABC NEWSBRIEF-M-F	M-F	8.45	11,370	15.6	11,370	15.6	25	14.0	14,800	20.3	15,160	20.8	31	21.7
9.58- 9.59PM		9.45						17.9						18.9
CBS 8.58- 8.59PM NEWSBREAK-M-F	M-F	8.45	11,740	16.1	11,520	15.8	25	15.9	11,450	15.7	11,450	15.7	23	15.7
CBS 12.00- 2.09AM LATE MOVIE I	M-F	1.45	FOR RTGS SEE PAGE A-16			5.7*	50*	4.8						
		2.00						5.2						
CBS 12.40- 1.52AM LATE MOVIE II	W & F	12.30	5,610	7.7	4,080	5.6	31	6.7	4,740	6.5	3,860	5.3	34	6.9
1.14- 2.14AM	TUWF	12.45				6.2*	29*	6.0				6.9*	27*	6.9
		1.00						5.6						5.0

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 U.S. TV HOUSEHOLDS: 72,900,000

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*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY / NETWORK / TIME (N.Y.T.) PROGRAM		QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
EVENING MONDAY-FRIDAY CONT'D														
CBS 12.40- 1.52AM LATE MOVIE II-CONT'D		1.15				5.5*	32*	5.3				5.8*	32*	5.0
		1.30						5.3						4.5
		1.45				5.5*	42*	4.9				4.9*	36*	4.7
		2.00												4.6
		2.15										5.7*	43*	5.5
		2.30												5.1
NBC 8.58- 8.59PM NBC NEWS UPDATE-M-F	M-F	8.45	10,790	14.8	10,790	14.8	24	14.6	11,660	16.0	11,660	16.0	24	14.4
		9.00												13.9
		10.00												22.9
NBC 12.12- 1.27AM TONIGHT SHOW	M-F	1.00							FOR RTGS SEE PAGE A-17					5.3
		1.15										4.2*	25*	5.2
NBC 1.00- 1.45AM TOMORROW SHOW	M-TH	1.45							FOR RTGS SEE PAGE A-17			2.3*	22*	2.4
		2.00												2.0
		2.15										2.0*	26*	1.8
DAY MONDAY-FRIDAY														
ABC 2.00- 4.54PM SUGAR BOWL GAME(S)	MON.	2.00							21,210	29.1	7,510	10.3	20	7.5
		2.15										7.9*	16*	8.2
		2.30												8.2
		2.45										8.5*	17*	8.7
		3.00												8.9
		3.15										7.7*	15*	6.4
		3.30												10.2
		3.45										13.4*	26*	16.6
		4.00												15.0
		4.15										13.7*	26*	12.4
		4.30												10.8
		4.45										10.4*	19*	9.8
ABC 2.00- 2.30PM $20,000 PYRAMID	M-F	12.00							5,690	7.8	4,960	6.8	21	5.7
		12.15												6.2
CBS 10.00-11.30AM COTTON BOWL PARADE(S)	MON.	10.00							16,990	23.3	10,130	13.9	32	10.5
		10.15										11.6*	28*	12.6
		10.30												13.7
		10.45										14.5*	33*	15.4
		11.00												15.1
		11.15										15.5*	34*	16.0
CBS 10.00-11.00AM MAGAZINE(S)	THU.	10.00							5,760	7.9	3,650	5.0	26	4.2
		10.15										4.4*	24*	4.7
		10.30												5.8
		10.45										5.5*	28*	5.3
CBS 10.30-11.00AM PRICE IS RIGHT 1	M-F	10.00	6,270	8.6	5,390	7.4	29	5.4						
		10.15						6.4						
CBS 11.00-11.30AM PRICE IS RIGHT 2	M-F	10.30	6,850	9.4	6,050	8.3	30	8.3						
		10.45						8.6						
CBS 11.30-12.00NN LOVE OF LIFE	M-F	11.00	5,390	7.4	4,450	6.1	21	4.9						
		11.15						4.7						
CBS 11.30- 2.00PM TOURNAMENT-ROSES PARADE(S)	MON.	11.30							24,130	33.1	14,800	20.3	41	17.1
		11.45										17.9*	39*	18.8
		12.00												19.8
		12.15										20.1*	41*	20.5
		12.30												21.4
		12.45										21.4*	43*	21.3

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U.S. TV HOUSEHOLDS: 72,900,000

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*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY / NETWORK / TIME (N.Y.T.) PROGRAM		QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
DAY MONDAY-FRIDAY CONT'D														
CBS 11.30- 2.00PM TOURNAMENT-ROSES PARADE-CONT'D		1.00												21.2
		1.15										20.8*	42*	20.5
		1.30												20.6
		1.45										21.1*	41*	21.6
CBS 11.55-11.59AM CBS MID-DAY NEWS-EDWARDS	M-F	11.15	4,670	6.4	4,230	5.8	20	4.6	4,960	6.8	4,520	6.2	27	6.2
	TU-F	11.45						6.1						
CBS 1.30- 2.00PM CBS NFL PLAYOFF PRE(S)	MON.	1.30	14,940	20.5	12,390	17.0	49	15.2						
		1.45						18.7						
CBS 2.00- 4.35PM CBS NFL PLAYOFF GAME 1(S)	MON.	2.00	27,770	38.1	20,120	27.6	66	24.4						
		2.15				25.5*	67*	26.6						
		2.30						27.3						
		2.45				27.7*	70*	28.0						
		3.00						27.2						
		3.15				27.2*	67*	27.2						
		3.30						28.6						
		3.45				28.7*	67*	28.9						
		4.00						28.8						
		4.15				28.6*	62*	28.5						
		4.30						27.7						
CBS 2.00- 5.30PM COTTON BOWL GAME(S)	MON.	2.00							32,730	44.9	17,060	23.4	45	22.3
		2.15										22.8*	53*	23.4
		2.30												24.4
		2.45										24.4*	51*	24.4
		3.00												25.2
		3.15										26.5*	53*	27.9
		3.30												24.1
		3.45										20.6*	39*	17.1
		4.00												20.8
		4.15										22.5*	41*	24.3
		4.30												24.6
		4.45										24.9*	44*	25.1
		5.00												23.1
		5.15										22.0*	37*	20.9
CBS 4.35- 5.00PM CBS NFL PLAYOFF POST 1(S)	MON.	4.30	19,170	26.3	17,200	23.6	50	24.8						
		4.45						22.8						
CBS 5.30- 6.00PM COTTON BOWL POST(S)	MON.	5.30							10,420	14.3	8,310	11.4	19	12.8
		5.45												10.0
CBS 6.00- 8.44PM CBS NFL PLAYOFF GAME 2(S)	MON.	6.00	30,180	41.4	19,900	27.3	46	23.4						
		6.15				24.4*	44*	25.3						
		6.30						26.8						
		6.45				27.0*	47*	27.2						
		7.00						28.1						
		7.15				27.7*	47*	27.3						
		7.30						28.4						
		7.45				29.0*	48*	29.6						
		8.00						28.8						
		8.15				28.1*	45*	27.4						
		8.30						27.9						
NBC 10.00-11.30AM NBC'S STAR SALUTE TO 1978(S)	MON.	10.00							11,810	16.2	6,780	9.3	27	7.4
		10.15										7.9*	28*	8.4
		10.30												9.5
		10.45										9.5*	27*	9.6
		11.00												10.4
		11.15										10.5*	26*	10.7
NBC 11.30- 2.00PM TOURNAMENT-ROSES PARADE(S)	MON.	11.30							19,680	27.0	11,370	15.6	32	13.3
CONT'D		11.45										14.0*	30*	14.6

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DAY / NETWORK / TIME (N.Y.T.) PROGRAM		QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
DAY MONDAY-FRIDAY CONT'D														
NBC 11.30- 2.00PM TOURNAMENT-ROSES PARADE-CONT'D		12.00												15.8
		12.15										15.9*	33*	16.1
		12.30												16.1
		12.45										16.2*	33*	16.4
		1.00												15.8
		1.15										15.8*	32*	15.8
		1.30												16.0
		1.45										16.1*	31*	16.2
NBC 1.00- 1.30PM FOR RICHER, FOR POORER	M-F	2.00							FOR RTGS SEE PAGE A-21					6.6
		2.15												6.5
NBC 4.30- 4.45PM ROSE BOWL FOOTBALL PRE(S)	MON.	4.30							7,290	10.0	6,710	9.2	17	9.2
NBC 4.45- 8.15PM ROSE BOWL GAME(S)	MON.	4.45							36,960	50.7	21,290	29.2	46	11.7
		5.00												17.5
		5.15										19.0*	34*	20.5
		5.30												28.1
		5.45										29.6*	51*	31.1
		6.00												33.3
		6.15										33.2*	53*	33.0
		6.30												30.5
		6.45										30.6*	47*	30.7
		7.00												33.0
		7.15										33.3*	49*	33.6
		7.30												34.4
		7.45										34.5*	50*	34.6
		8.00												36.6
DAY SATURDAY														
ABC 8.55- 8.59AM SCHOOLHOUSE ROCK- 8.55AM		8.45	3,210	4.4	2,700	3.7	27	3.7	4,960	6.8	4,300	5.9	36	5.9
ABC 10.25-10.29AM SCHOOLHOUSE ROCK-10.25AM		10.15	6,200	8.5	5,690	7.8	32	7.8	6,710	9.2	6,050	8.3	31	8.3
ABC 10.55-10.59AM SCHOOLHOUSE ROCK-10.55AM		10.45	6,340	8.7	5,980	8.2	32	8.2	6,850	9.4	6,050	8.3	32	8.3
ABC 11.55-11.59AM SCHOOLHOUSE ROCK-11.55AM		11.45	7,000	9.6	6,050	8.3	28	8.3	6,340	8.7	5,390	7.4	27	7.4
CBS 8.26- 8.29AM IN THE NEWS- 8.26AM		8.15	1,820	2.5	1,680	2.3	26	2.3	1,820	2.5	1,750	2.4	20	2.4
CBS 8.56- 8.59AM IN THE NEWS- 8.56AM		8.45	2,770	3.8	2,330	3.2	24	3.2	3,210	4.4	2,700	3.7	21	3.7
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM		9.45	6,490	8.9	6,340	8.7	40	8.7	7,290	10.0	7,070	9.7	40	9.7
CBS 10.26-10.29AM IN THE NEWS-10.26AM		10.15	7,440	10.2	6,850	9.4	39	9.4	8,380	11.5	7,730	10.6	40	10.6
CBS 10.56-10.59AM IN THE NEWS-10.56AM		10.45	6,120	8.4	5,760	7.9	31	7.9	7,440	10.2	7,140	9.8	37	9.8
CBS 11.26-11.29AM IN THE NEWS-11.26AM		11.15	6,710	9.2	5,980	8.2	31	8.2	7,220	9.9	6,710	9.2	33	9.2
CBS 11.56-11.59AM IN THE NEWS-11.56AM		11.45	5,690	7.8	5,180	7.1	24	7.1	7,140	9.8	6,560	9.0	33	9.0
CBS 12.26-12.29PM IN THE NEWS-12.26PM		12.15	5,320	7.3	4,960	6.8	22	6.8	6,420	8.8	5,900	8.1	30	8.1
CBS 12.56-12.59PM IN THE NEWS-12.56PM		12.45	4,450	6.1	4,300	5.9	19	5.9	6,850	9.4	6,560	9.0	32	9.0
CBS 1.26- 1.29PM IN THE NEWS- 1.26PM		1.15							4,960	6.8	4,670	6.4	23	6.4
CBS 1.30- 4.39PM SUN BOWL GAME(S)		4.30	FOR RTGS SEE PAGE A-26					14.0						
CBS 1.56- 1.59PM IN THE NEWS- 1.56PM		1.45							4,010	5.5	3,790	5.2	18	5.2
NBC 2.00- 5.12PM SENIOR BOWL GAME(S)		5.00							FOR RTGS SEE PAGE A-27					10.6
DAY SUNDAY														
ABC 10.55-10.59AM SCHOOLHOUSE ROCK-10.55AM		10.45	2,110	2.9	1,820	2.5	11	2.5	1,970	2.7	1,900	2.6	13	2.6

DAY / NETWORK / TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
DAY SUNDAY CONT'D													
ABC 11.55-11.59AM SCHOOLHOUSE ROCK-11.55AM	11.45	2,260	3.1	2,110	2.9	10	2.9	2,840	3.9	2,480	3.4	15	3.4
CBS 9.26- 9.29AM IN THE NEWS- 9.26AM	9.15	870	1.2	800	1.1	9	1.1	1,020	1.4	1,020	1.4	11	1.4
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM	9.45	580	.8	440	.6	4	.6	1,170	1.6	1,090	1.5	10	1.5
CBS 5.30- 8.41PM CBS NFL CHAMPIONSHIP GAME(S)	8.30	FOR RTGS SEE PAGE A-34					35.0						
NBC 2.00- 5.02PM NFL CHAMPIONSHIP GAME-NBC(S)	5.00	FOR RTGS SEE PAGE A-32					37.8						

 U.S. TV HOUSEHOLDS: 72,900,000 FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).